



**CITY OF PALM COAST, FL
2010**



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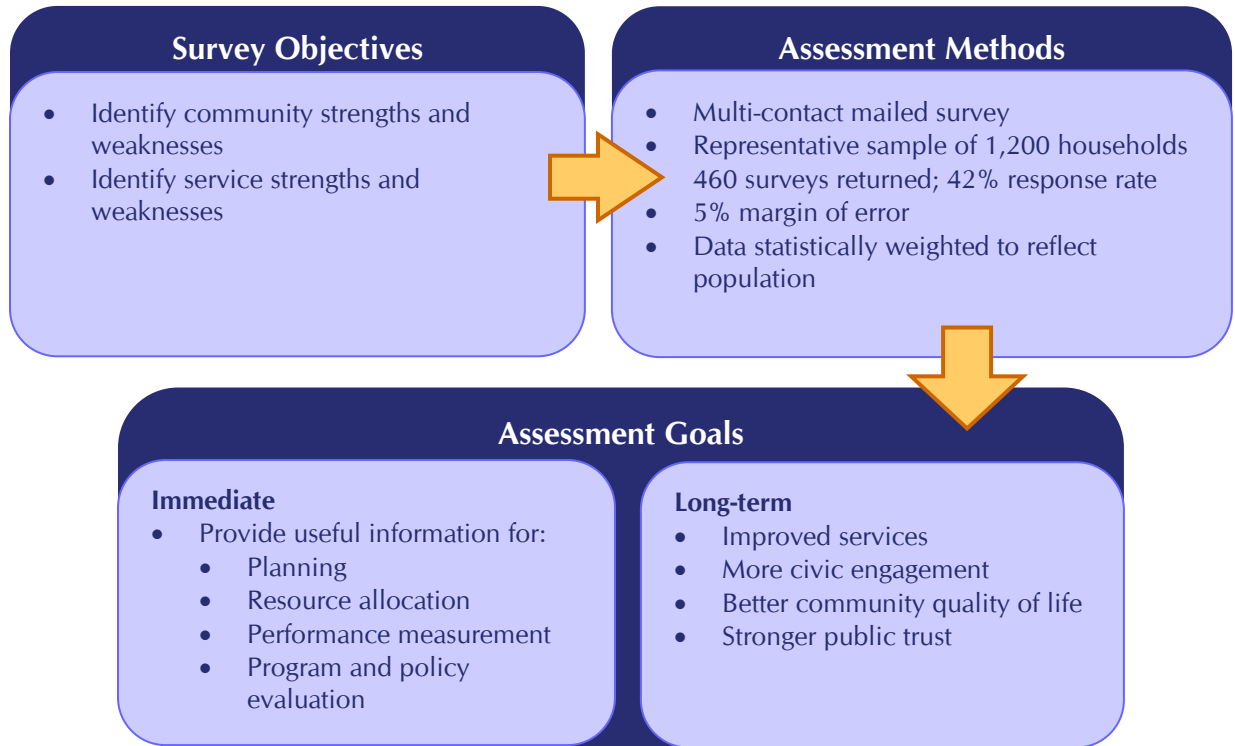
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 460 completed surveys were obtained, providing an overall response rate of 42%. Typically, response rates obtained on citizen surveys range from 25% to 40%. See Figure 86 for the location of survey recipients.

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

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Palm Coast Survey (460 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

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

Interpreting Comparisons to Previous Years

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

Benchmark Comparisons

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

The City of Palm Coast chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Florida cities with populations of 40,000-150,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Palm Coast survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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

“Don’t Know” Responses and Rounding

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

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

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

EXECUTIVE SUMMARY

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

Most residents experienced a good quality of life in the City of Palm Coast and believed the City was a good place to live. The overall quality of life in the City of Palm Coast was rated as “excellent” or “good” by 75% of respondents. Almost all reported they plan on staying in the City of Palm Coast for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were the air quality, cleanliness, and overall appearance of Palm Coast. The characteristic receiving the least positive ratings was employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 10 were above the national benchmark comparison, 10 were similar to the national benchmark comparison and 10 were below.

Residents in the City of Palm Coast were civically engaged. About half had participated in a club or civic group in the previous 12 months and 96% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Palm Coast, which was much higher than the benchmark.

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

On average, residents gave favorable ratings to many local government services. City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 10 were above the benchmark comparison, 16 were similar to the benchmark comparison and six were below.

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

- Land use, planning and zoning
- Economic development
- Emergency preparedness

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: land use, planning and zoning and economic development. For emergency preparedness services, the City of Palm Coast was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Most of the City of Palm Coast’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Trends from 2009 to 2010 were generally stable.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

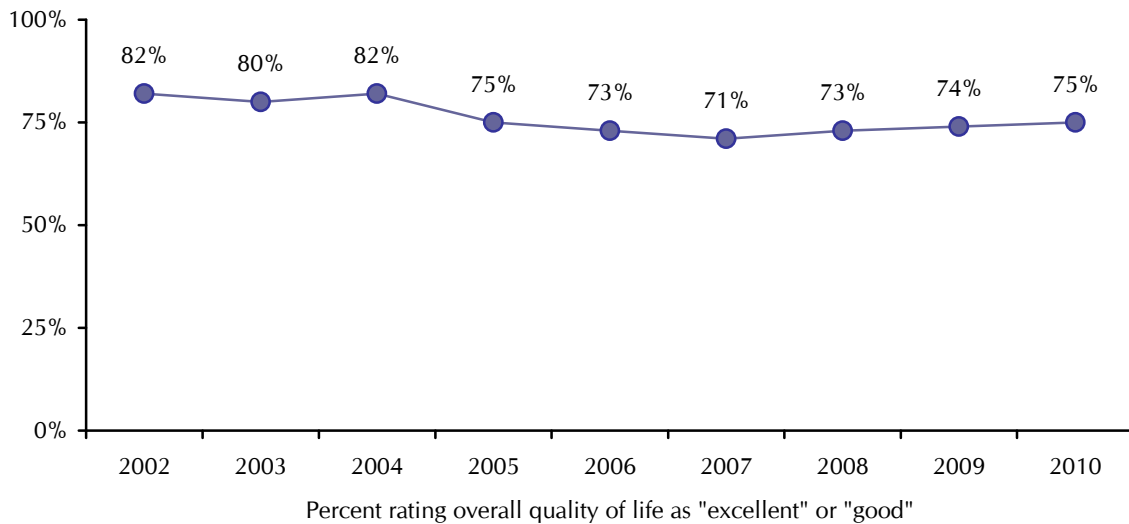


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
The overall quality of life in Palm Coast	75%	74%	73%	71%	73%	75%	82%	80%	82%
Your neighborhood as a place to live	82%	78%	81%	80%	86%	86%	88%	88%	86%
Palm Coast as a place to live	85%	79%	80%	77%	80%	83%	86%	84%	86%
Percent "excellent" or "good"									

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

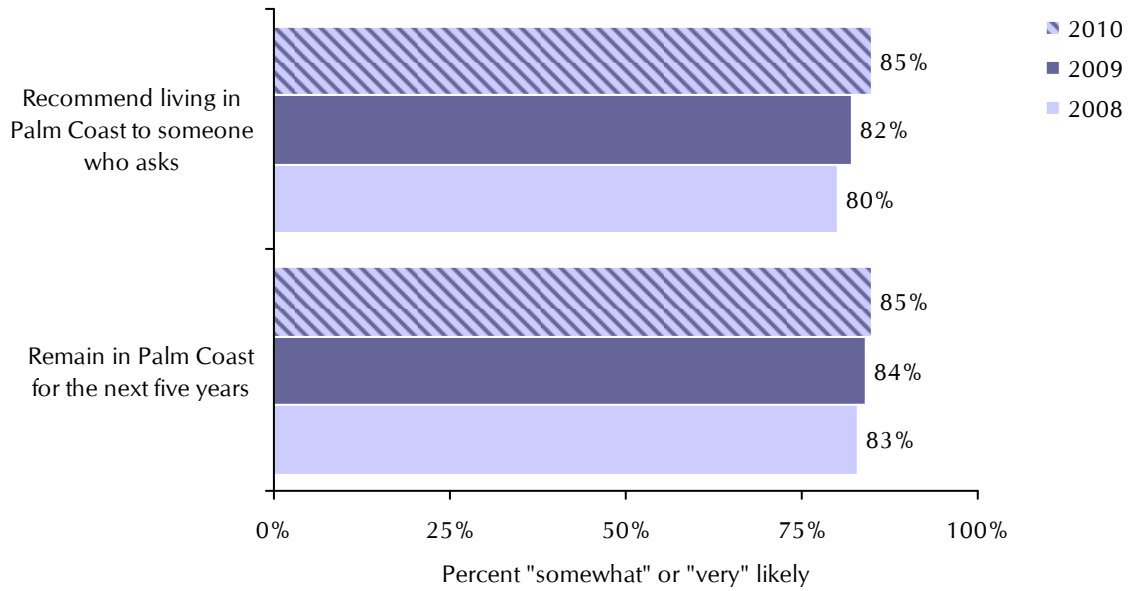


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Overall quality of life in Palm Coast	Similar	Much above
Your neighborhood as place to live	Similar	Much above
Palm Coast as a place to live	Similar	Much above
Recommend living in Palm Coast to someone who asks	Similar	Much above
Remain in Palm Coast for the next five years	Above	Much above

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Palm coast was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be similar or higher than other communities, and were similar or higher when compared to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

Ratings of Transportation in Community by Year									
	2010	2009	2008	2007	2006	2005	2004	2003	2002
Ease of car travel in Palm Coast	62%	50%	41%	39%	20%	16%	22%	37%	51%
Ease of bicycle travel in Palm Coast	54%	49%	45%	45%	42%	33%	46%	41%	43%
Ease of walking in Palm Coast	52%	49%	46%	45%	42%	36%	44%	44%	44%
Availability of paths and walking trails	61%	53%	49%	NA	NA	NA	NA	NA	NA
Traffic flow on major streets	44%	41%	32%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Ease of car travel in Palm Coast	Similar	Much above
Ease of bicycle travel in Palm Coast	Similar	Much above
Ease of walking in Palm Coast	Much below	Above
Availability of paths and walking trails	Above	Much above
Traffic flow on major streets	Similar	Much above

Six transportation services were rated in Palm Coast. As compared to most communities across America, ratings tended to be a mix of positive and negative. Street repair and the amount of public parking were much above the benchmarks, street lighting was much below the benchmarks.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Street repair	55%	62%	52%	43%	37%	31%	34%	18%	16%
Street cleaning	62%	71%	59%	48%	45%	40%	44%	31%	27%
Street lighting	36%	38%	32%	30%	26%	20%	24%	18%	NA
Sidewalk maintenance	57%	52%	51%	49%	45%	43%	43%	35%	35%
Traffic signal timing	46%	46%	45%	39%	33%	28%	35%	38%	46%
Amount of public parking	64%	60%	56%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Street repair	Much above	Much above
Street cleaning	Similar	Much above
Street lighting	Much below	Much below
Sidewalk maintenance	Above	Much above
Traffic signal timing	Similar	Above
Amount of public parking	Much above	Much above

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

FIGURE 11: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

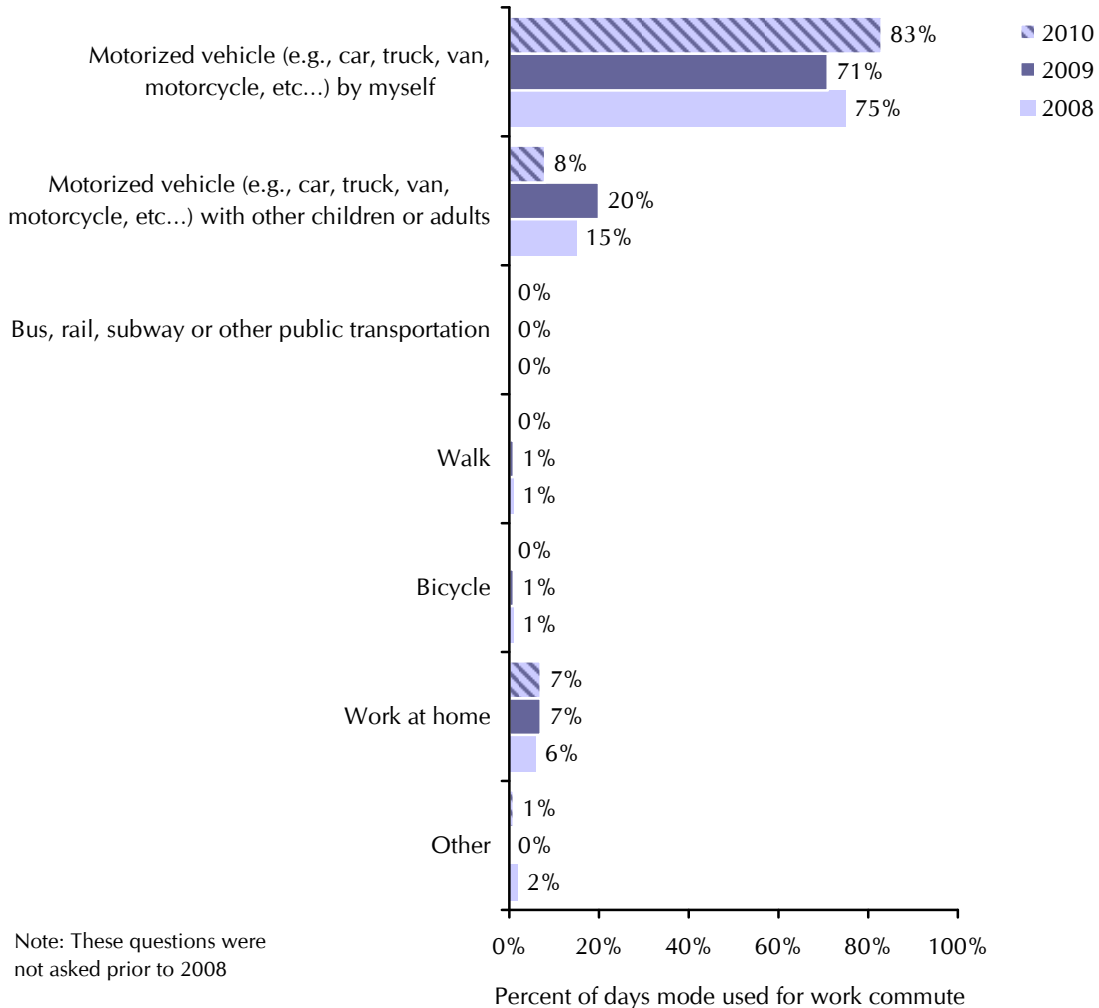


FIGURE 12: DRIVE ALONE BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Average percent of work commute trips made by driving alone	Much more	Much more

Housing

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

The survey of the City of Palm Coast residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 61% of respondents, while the variety of housing options was rated as “excellent” or “good” by 64% of respondents. The rating of perceived affordable housing availability was better in the City of Palm Coast than the ratings in comparison jurisdictions. Housing ratings were stable compared to the last survey.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality housing	61%	58%	53%	41%	33%	39%	54%	NA	NA
Variety of housing options	64%	67%	64%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Availability of affordable quality housing	Much above	Much above
Variety of housing options	Above	Above

To augment the perceptions of affordable housing in Palm Coast, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Palm Coast experiencing housing cost stress. About 42% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

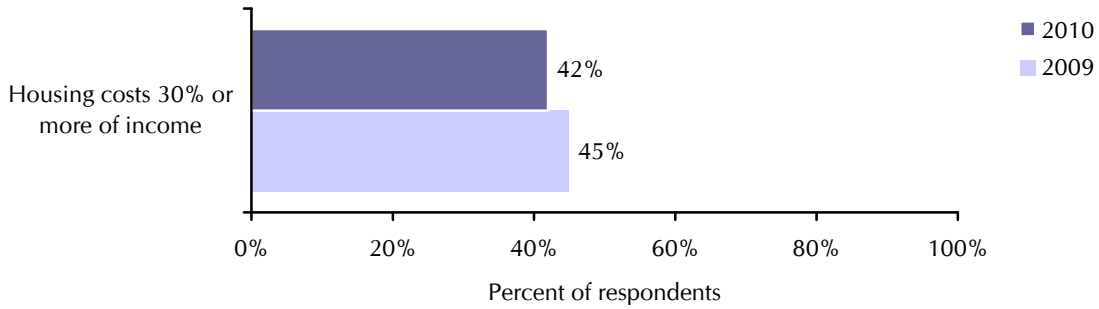


FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Experiencing housing costs stress (housing costs 30% or MORE of income)	More	Much less

Land Use and Zoning

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

The overall quality of new development in the City of Palm Coast was rated as “excellent” or “good” by 63% of respondents. The overall appearance of Palm Coast was rated as “excellent” or “good” by 83% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Palm Coast, 10% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated similar to the national comparison, and were either above or much above the custom benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Overall quality of new development in Palm Coast	63%	61%	63%	53%	47%	48%	NA	NA	NA
Overall appearance of Palm Coast	83%	86%	82%	83%	80%	85%	83%	76%	75%
Percent "excellent" or "good"									

FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Quality of new development in Palm Coast	Similar	Much above
Overall appearance of Palm Coast	Much above	Much above

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

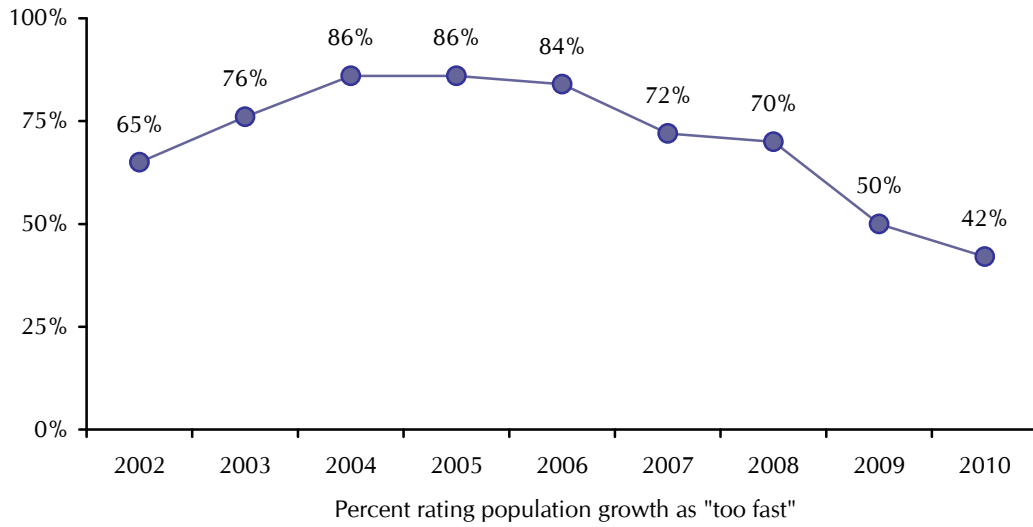


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Population growth seen as too fast	Less	Much less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

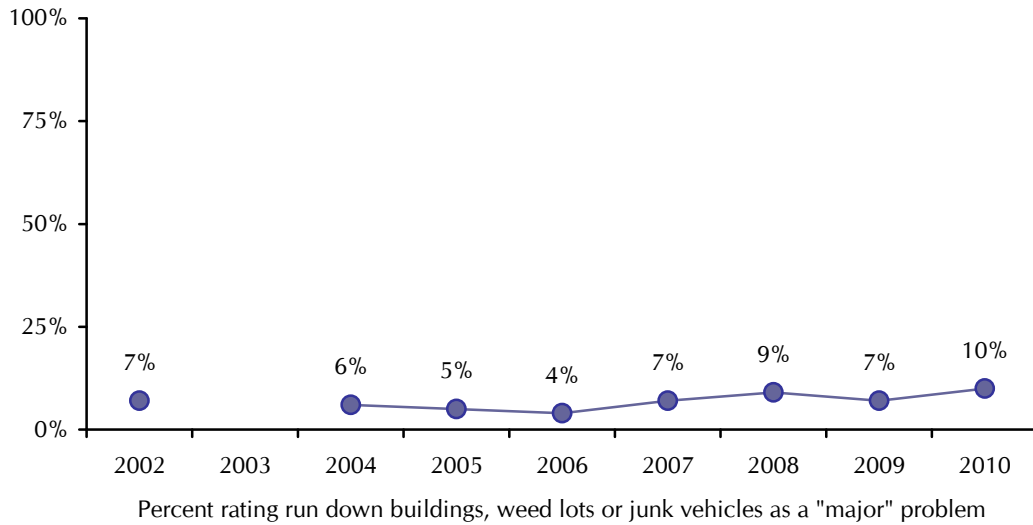


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Less	Much less

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Land use, planning and zoning	46%	42%	41%	32%	27%	30%	33%	28%	27%
Code enforcement (weeds, abandoned buildings, etc.)	50%	50%	43%	44%	42%	45%	44%	31%	37%
Animal control	64%	61%	55%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Land use, planning and zoning	Similar	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Similar	Above
Animal control	Similar	Above

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were overall quality of business and service establishment in Palm Coast and shopping opportunities. Receiving the lowest rating was employment opportunities. These ratings were similar to the 2009 survey.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

Ratings of Economic Sustainability and Opportunities by Year									
	2010	2009	2008	2007	2006	2005	2004	2003	2002
Employment opportunities	9%	6%	9%	6%	7%	7%	9%	7%	8%
Shopping opportunities	47%	49%	30%	25%	22%	22%	27%	20%	23%
Palm Coast as a place to work	21%	20%	16%	16%	20%	24%	NA	NA	NA
Overall quality of business and service establishments in Palm Coast	52%	52%	45%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Employment opportunities	Much below	Much below
Shopping opportunities	Below	Much below
Palm Coast as a place to work	Much below	Much below
Overall quality of business and service establishments in Palm Coast	Much below	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Palm Coast, 95% responded that it was “too slow,” while 49% reported retail growth as “too slow.” A much higher proportion of residents in Palm Coast compared to other jurisdictions believed that retail growth was too slow and a much higher proportion of residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Retail growth seen as too slow	49%	39%	54%	65%	69%	65%	64%	73%	67%
Jobs growth seen as too slow	95%	95%	93%	88%	88%	88%	89%	93%	88%
Percent of respondents									

FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

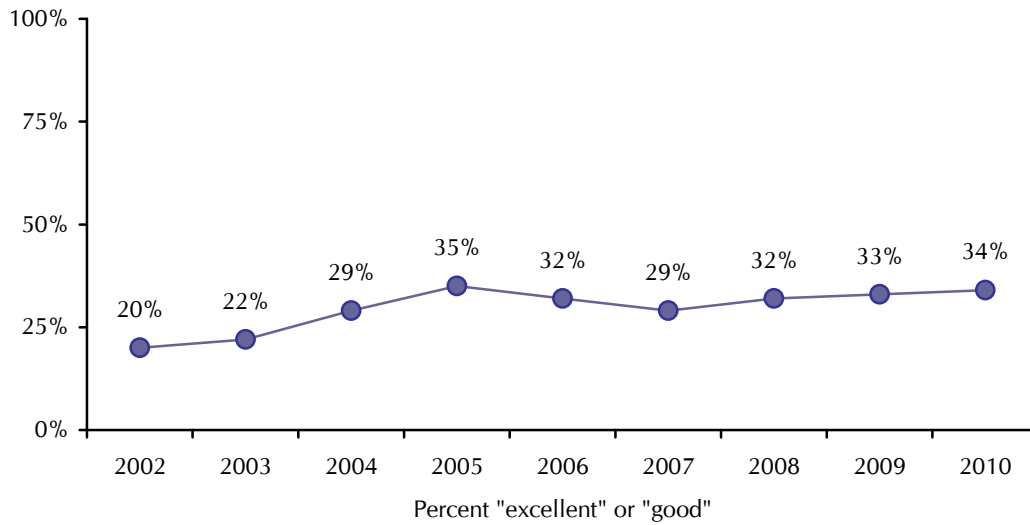


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Economic development	Much below	Similar

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

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

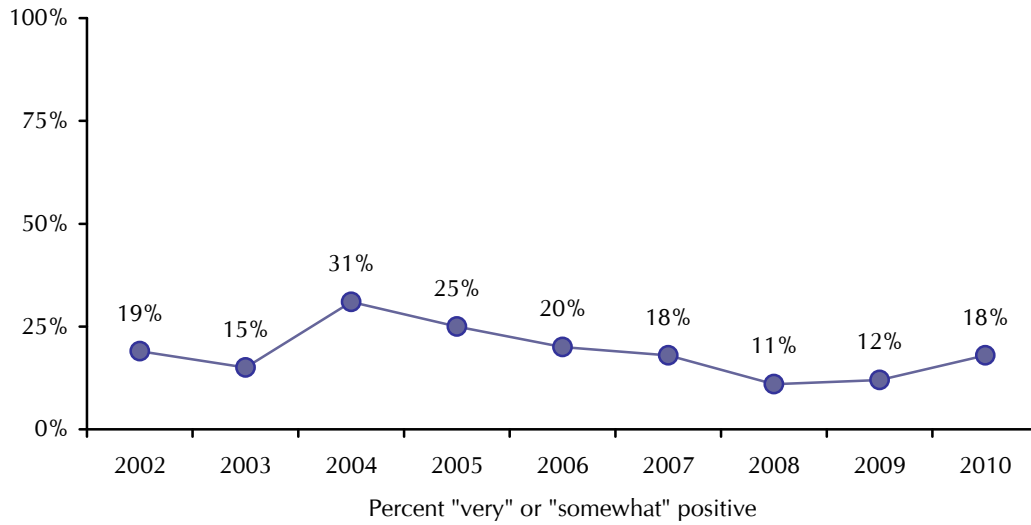


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Positive impact of economy on household income	Similar	Similar

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Palm Coast. About 73% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 81% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Rating of personal public safety were similar to the previous survey year and were generally stable over time.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Safety in your neighborhood during the day	93%	90%	92%	93%	92%	94%	94%	93%	96%
Safety in your neighborhood after dark	75%	73%	70%	74%	79%	78%	80%	78%	82%
Safety in Palm Coast's downtown area during the day	89%	90%	88%	90%	88%	91%	91%	92%	93%
Safety in Palm Coast's downtown area after dark	64%	64%	62%	61%	69%	68%	73%	72%	70%
Safety from violent crime (e.g., rape, assault, robbery)	73%	71%	73%	68%	71%	73%	76%	75%	79%
Safety from property crimes (e.g., burglary, theft)	59%	51%	56%	51%	53%	65%	62%	60%	64%
Safety from environmental hazards	81%	81%	79%	NA	NA	NA	NA	NA	NA
Percent "very" or "somewhat" safe									

FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
In your neighborhood during the day	Similar	Much above
In your neighborhood after dark	Similar	Much above
In Palm Coast's downtown area during the day	Similar	Much above
In Palm Coast's downtown area after dark	Above	Much above
Violent crime (e.g., rape, assault, robbery)	Similar	Much above
Property crimes (e.g., burglary, theft)	Similar	Much above
Environmental hazards, including toxic waste	Similar	Much above

As assessed by the survey, 10% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 84% had reported it to police. Compared to other jurisdictions fewer Palm Coast residents had been victims of crime in the 12 months preceding the survey and more Palm Coast residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
During the past twelve months, were you or anyone in your household the victim of any crime?	10%	12%	13%	11%	11%	8%	8%	7%	9%
If yes, was this crime (these crimes) reported to the police?	84%	80%	88%	90%	82%	78%	72%	72%	85%
Percent "yes"									

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Victim of crime	Less	Much less
Reported crimes	Much more	More

Residents rated seven City public safety services. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and traffic enforcement received the lowest ratings. Most were rated similar or higher compared to previous years.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Police services	79%	78%	69%	70%	77%	81%	79%	82%	81%
Fire services	95%	94%	90%	90%	90%	95%	94%	92%	91%
Ambulance or emergency medical services	92%	92%	88%	86%	87%	94%	92%	89%	90%
Crime prevention	69%	NA	NA	NA	NA	NA	NA	NA	NA
Fire prevention and education	79%	78%	75%	76%	71%	73%	NA	77%	76%
Traffic enforcement	65%	61%	57%	57%	50%	50%	55%	48%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	73%	71%	61%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Police services	Similar	Above
Fire services	Above	Above
Ambulance or emergency medical services	Above	Above
Crime prevention	Similar	Much above
Fire prevention and education	Similar	Above
Traffic enforcement	Similar	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above	Similar

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Palm Coast were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 80% of survey respondents. Cleanliness of Palm Coast and air quality received the highest ratings, and were much above the benchmark. These ratings were similar or higher when compared to past survey data.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

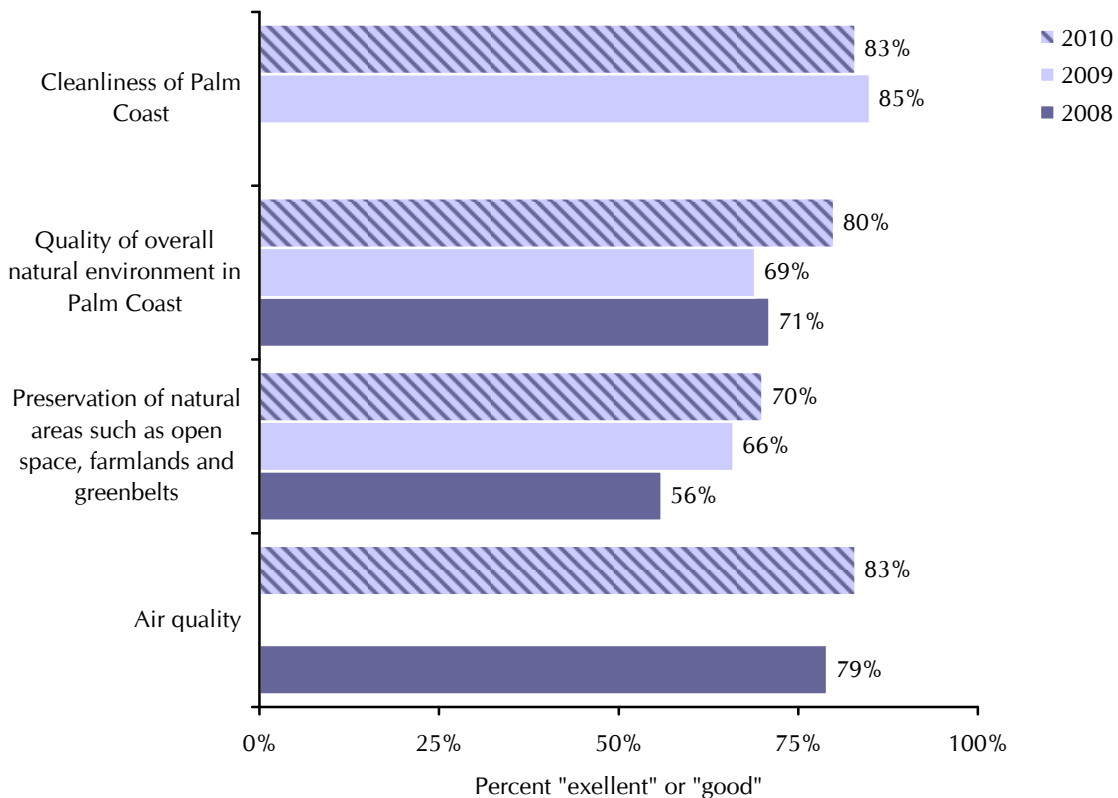


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Cleanliness of Palm Coast	Much above	Much above
Quality of overall natural environment in Palm Coast	Above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

Resident recycling was about the same as recycling reported in comparison communities and shows an increase over time.

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

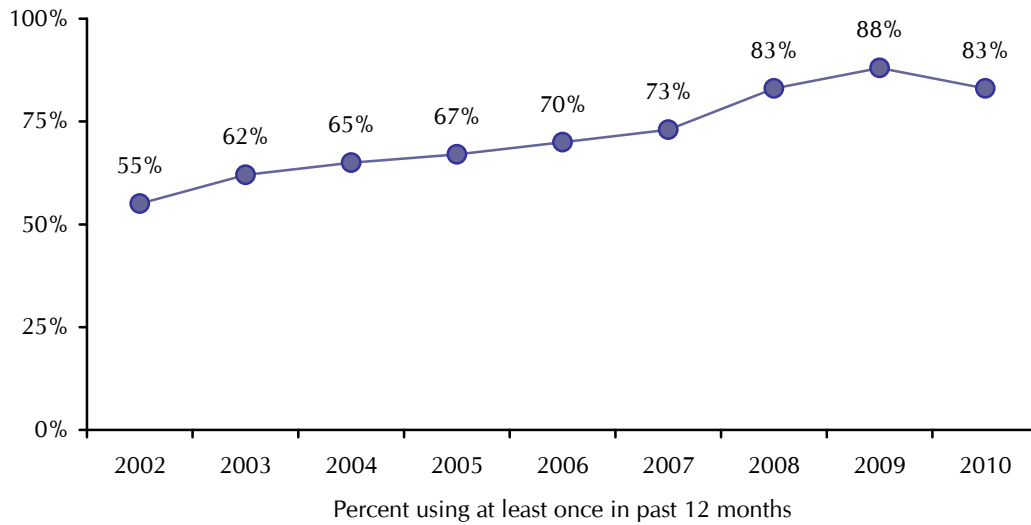


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Recycled used paper, cans or bottles from your home	Similar	Similar

Of the six utility services rated by those completing the questionnaire, four were much higher than the benchmark comparisons. Sewer services was similar to the national comparison and above the custom comparison. The rating for drinking water was similar to the national benchmark and much above the custom benchmark comparison. These service rating trends were varied when compared to past surveys.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sewer services	73%	72%	69%	64%	63%	64%	88%	64%	68%
Drinking water	66%	58%	56%	53%	55%	52%	55%	54%	55%
Storm drainage	43%	49%	46%	40%	32%	29%	35%	21%	40%
Yard waste pick-up	84%	NA	NA	NA	NA	NA	NA	NA	NA
Recycling	86%	87%	84%	81%	80%	84%	79%	81%	83%
Garbage collection	89%	86%	86%	85%	82%	87%	86%	87%	83%
Percent "excellent" or "good"									

FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Sewer services	Similar	Above
Drinking water	Similar	Much above
Storm drainage	Much below	Much below
Yard waste pick-up	Much above	Much above
Recycling	Much above	Much above
Garbage collection	Much above	Much above

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Palm Coast were rated somewhat favorably as were services related to parks and recreation. City parks and recreation programs or classes were rated similar to the benchmarks while recreation centers or facilities were lower than the national benchmark and similar to the custom benchmark. Parks and recreation ratings have varied over time.

Resident use of Palm Coast parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Palm Coast recreation centers was about the same as the percent of users in national comparison jurisdictions and higher than communities included in the custom comparison. Similarly, recreation program use in Palm Coast was about the same as national use and higher than the custom comparisons jurisdictions. The amount of participation in recreation opportunities was similar to the previous survey.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

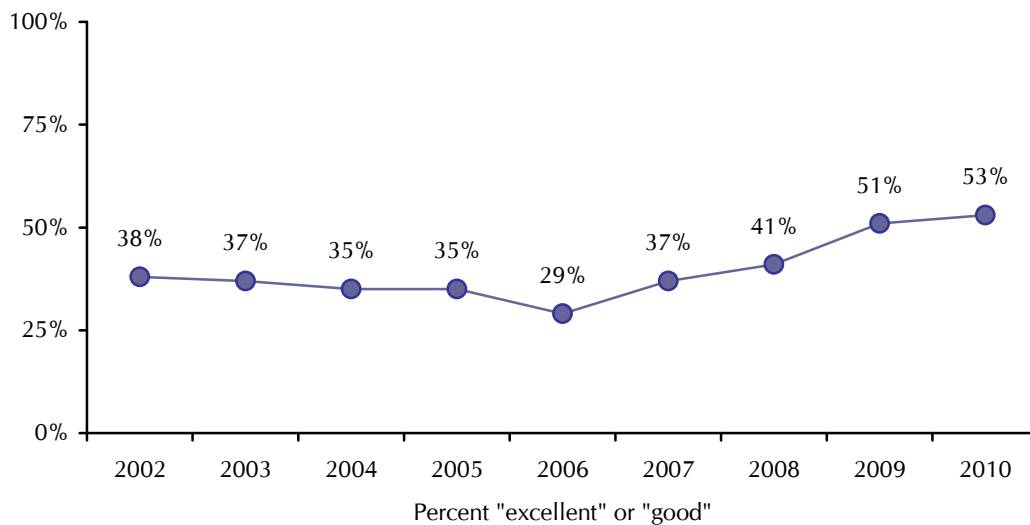


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Recreation opportunities	Much below	Below

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast recreation centers	58%	55%	57%	52%	50%	49%	59%	72%	73%
Participated in a recreation program or activity	47%	45%	45%	43%	41%	40%	45%	47%	49%
Visited a neighborhood park or City park	83%	83%	79%	81%	76%	75%	78%	80%	78%
Percent using at least once in last 12 months									

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Used Palm Coast recreation centers	Similar	More
Participated in a recreation program or activity	Similar	More
Visited a neighborhood park or City park	Similar	Similar

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
City parks	80%	78%	76%	72%	68%	70%	73%	71%	69%
Recreation programs or classes	70%	70%	66%	68%	58%	62%	70%	67%	NA
Recreation centers or facilities	65%	66%	62%	56%	50%	51%	59%	51%	52%
Percent "excellent" or "good"									

FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
City parks	Similar	Similar
Recreation programs or classes	Similar	Similar
Recreation centers or facilities	Below	Similar

Culture, Arts and Education

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

Opportunities to attend cultural activities was rated as “excellent” or “good” by 44% of respondents. Educational opportunities were rated as “excellent” or “good” by 52% of respondents. Compared to the benchmark data, educational opportunities were much below the average of national comparison jurisdictions, while similar to the custom comparison. Cultural activity opportunities were rated below the national and custom benchmark comparisons.

About 82% of Palm Coast residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to attend cultural activities	44%	NA	NA	NA	NA	NA	NA	46%	40%
Educational opportunities	52%	NA	48%	56%	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Opportunities to attend cultural activities	Below	Much below
Educational opportunities	Much below	Similar

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast public libraries or their services	82%	NA	NA	NA	NA	NA	NA	84%	84%
Participated in religious or spiritual activities in Palm Coast	64%	65%	NA	NA	NA	NA	NA	NA	NA
Percent using at least once in last 12 months									

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Used Palm Coast public libraries or their services	Much more	Much more
Participated in religious or spiritual activities in Palm Coast	Much more	Much more

Health and Wellness

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

Residents of the City of Palm Coast were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food and preventive health services were rated most positively for the City of Palm Coast, while the availability for affordable quality health care were rated less favorably by residents. The positive rating for availability of preventive health services had increased over time, with other ratings were similar when compared to past surveys.

Among Palm Coast residents, 49% rated affordable quality health care as “excellent” or “good.” Those ratings were similar or above the ratings of comparison communities.

FIGURE 55: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality health care	49%	46%	37%	42%	42%	41%	44%	NA	NA
Availability of affordable quality food	60%	NA	56%	NA	NA	NA	NA	NA	NA
Availability of preventive health services	56%	47%	43%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 56: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Availability of affordable quality health care	Similar	Above
Availability of affordable quality food	Below	Similar
Availability of preventive health services	Similar	Above

Health services were rated “excellent” or “good” by 62% of respondents and were similar to the national benchmark.

FIGURE 57: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

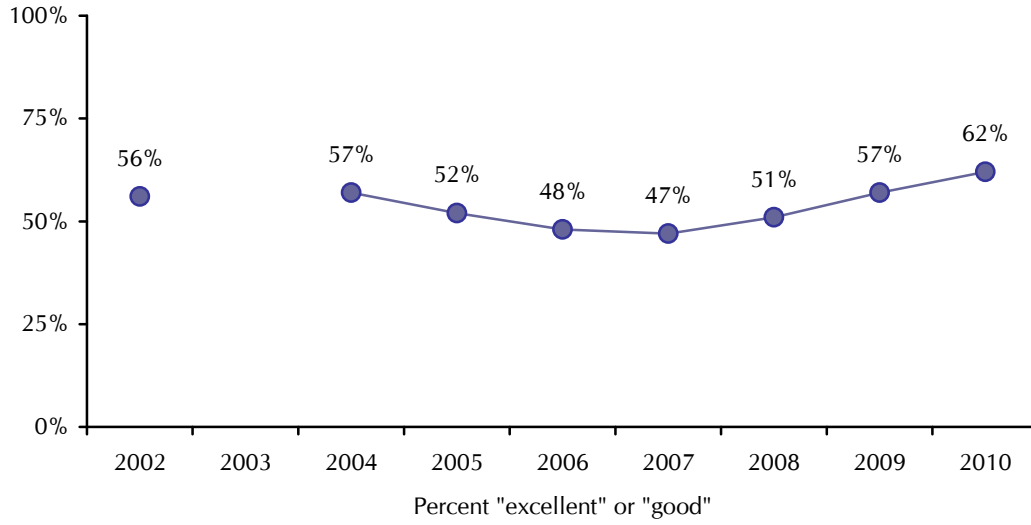


FIGURE 58: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Health services	Similar	Not available

COMMUNITY INCLUSIVENESS

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

About three quarters of residents rated the City of Palm Coast as an “excellent” or “good” place to raise kids and as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” More survey respondents felt the City of Palm Coast was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the national comparison and higher than the custom comparison. These ratings tended to be similar or higher when compared to past survey data.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sense of community	62%	NA	58%	NA	NA	NA	NA	63%	59%
Openness and acceptance of the community towards people of diverse backgrounds	75%	NA	NA	NA	NA	NA	NA	NA	NA
Availability of affordable quality child care	44%	32%	27%	27%	30%	24%	32%	NA	NA
Palm Coast as a place to raise children	73%	60%	61%	60%	66%	70%	72%	75%	69%
Palm Coast as a place to retire	78%	73%	78%	76%	71%	78%	81%	83%	84%
Percent "excellent" or "good"									

FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Sense of community	Similar	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above	Much above
Availability of affordable quality child care	Similar	Above
Palm Coast as a place to raise kids	Below	Much above
Palm Coast as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 40% to 64% with ratings of “excellent” or “good.” Ratings varied when compared to the benchmarks. The ratings for services to seniors and services to low-income people had increased over the last year, and the rating for services to youth had improved over time.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services to seniors	64%	55%	52%	50%	52%	59%	62%	56%	61%
Services to youth	40%	43%	34%	26%	25%	32%	28%	20%	21%
Services to low-income people	40%	33%	NA	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Services to seniors	Similar	Above
Services to youth	Much below	Similar
Services to low income people	Similar	Above

CIVIC ENGAGEMENT

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

Civic Activity

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

The rating for opportunities to participate in community matters was below the national benchmark and similar to the custom benchmark while the rating for opportunities to volunteer was similar to both benchmarks. These ratings were similar to the 2009 survey.

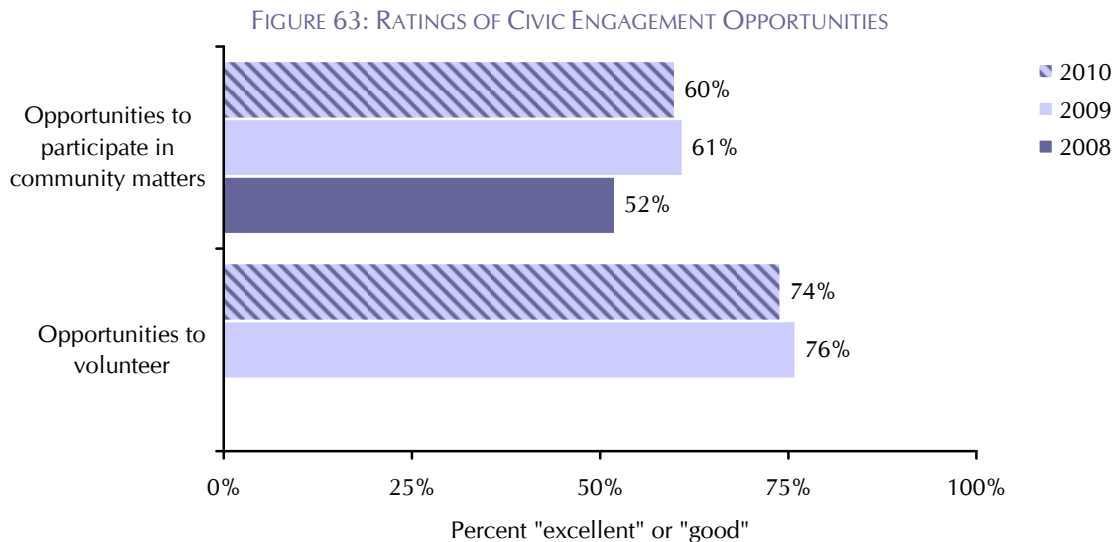


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Opportunities to participate in community matters	Below	Similar
Opportunities to volunteer	Similar	Similar

About half of the participants in this survey had participated in a club in the 12 months prior to the survey, and a majority had volunteered and helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had volunteered time to some group or activity or participated in a club or civic group in Palm Coast showed much higher rates of involvement; while those who had provided help to a friend or neighbor showed similar rates. The amount of community engagement reported in Palm Coast was similar when compared to past survey years.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Volunteered your time to some group or activity in Palm Coast	55%	NA	NA	NA	NA	NA	NA	NA	NA
Participated in a club or civic group in Palm Coast	49%	45%	43%	NA	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	96%	97%	NA	NA	NA	NA	NA	90%	89%
Percent participating at least once in the last 12 months									

FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Volunteered your time to some group or activity in Palm Coast	Much more	Much more
Participated in a club or civic group in Palm Coast	Much more	Much more
Provided help to a friend or neighbor	Similar	Similar

City of Palm Coast residents showed the largest amount of civic engagement in the area of electoral participation. Ninety percent reported they were registered to vote and 82% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 67: REPORTED VOTING BEHAVIOR BY YEAR¹

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Registered to vote	90%	93%	84%	87%	87%	89%	89%	87%	86%
Voted in the last general election	82%	90%	70%	76%	76%	84%	70%	78%	79%
Percent "yes"									

FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Registered to vote	Much more	More
Voted in last general election	More	Much more

¹ Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. Public information services were rated moderately. This rating was much below the national benchmark data and was similar to the custom benchmark. The rating was similar to the 2009 data and had increased when compared over time.

FIGURE 69: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Cable television	62%	NA	NA	NA	NA	NA	NA	NA	NA
Public information services	55%	53%	46%	47%	39%	NA	NA	NA	36%
Percent "excellent" or "good"									

FIGURE 70: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Cable television	Above	Above
Public information services	Much below	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 55% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” These ratings were similar to the previous survey year.

FIGURE 71: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

Ratings of Social Engagement Opportunities by Year									
	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to participate in social events and activities	55%	56%	NA	NA	NA	NA	NA	10%	7%
Opportunities to participate in religious or spiritual events and activities	77%	81%	NA	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 72: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Opportunities to participate in social events and activities	Below	Similar
Opportunities to participate in religious or spiritual events and activities	Similar	Not available

Residents in Palm Coast reported a strong amount of neighborliness. More than 59% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 73: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

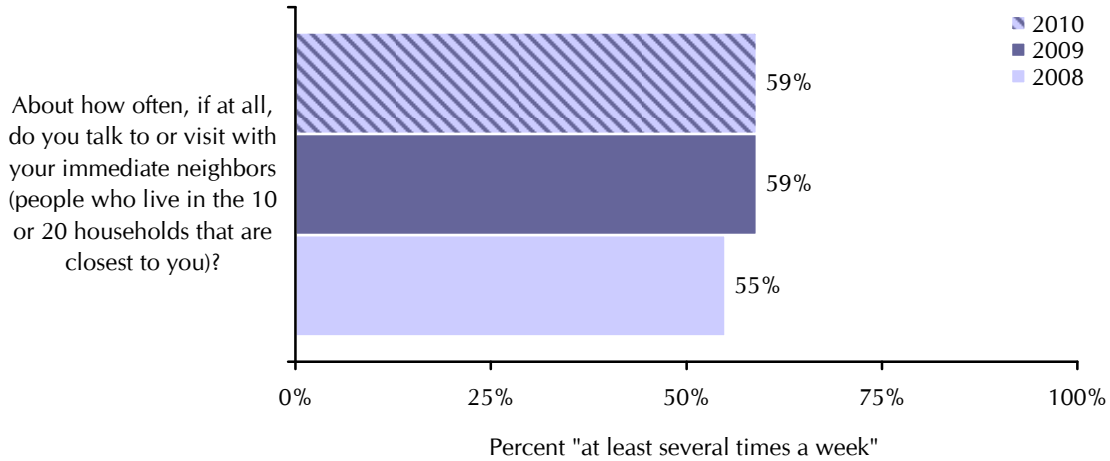


FIGURE 74: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Has contact with neighbors at least several times per week	Much more	Much more

PUBLIC TRUST

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

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Palm Coast does at welcoming citizen involvement, about half rated it as "excellent" or "good." Of these four ratings, one was above and three were similar to the national benchmark; all were above the custom benchmark.

FIGURE 75: PUBLIC TRUST RATINGS BY YEAR²

	2010	2009	2008	2007	2006	2005	2004	2003	2002
The value of services for the taxes paid to Palm Coast	53%	56%	49%	48%	52%	59%	58%	58%	52%
The overall direction that Palm Coast is taking	58%	55%	53%	50%	44%	47%	54%	50%	44%
The job Palm Coast government does at welcoming citizen involvement	48%	47%	42%	50%	46%	49%	61%	56%	56%
Overall image or reputation of Palm Coast	77%	NA	70%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 76: PUBLIC TRUST BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Value of services for the taxes paid to Palm Coast	Similar	Much above
The overall direction that Palm Coast is taking	Similar	Much above
Job Palm Coast government does at welcoming citizen involvement	Similar	Above
Overall image or reputation of Palm Coast	Above	Much above

² For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

On average, residents of the City of Palm Coast gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the City of Palm Coast was rated as “excellent” or “good” by 69% of survey participants. The City of Palm Coast’s rating was similar to the nation and above the custom benchmark. Ratings of overall City services have varied over the last eight years, and were similar to the previous survey.

FIGURE 77: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF PALM COAST BY YEAR

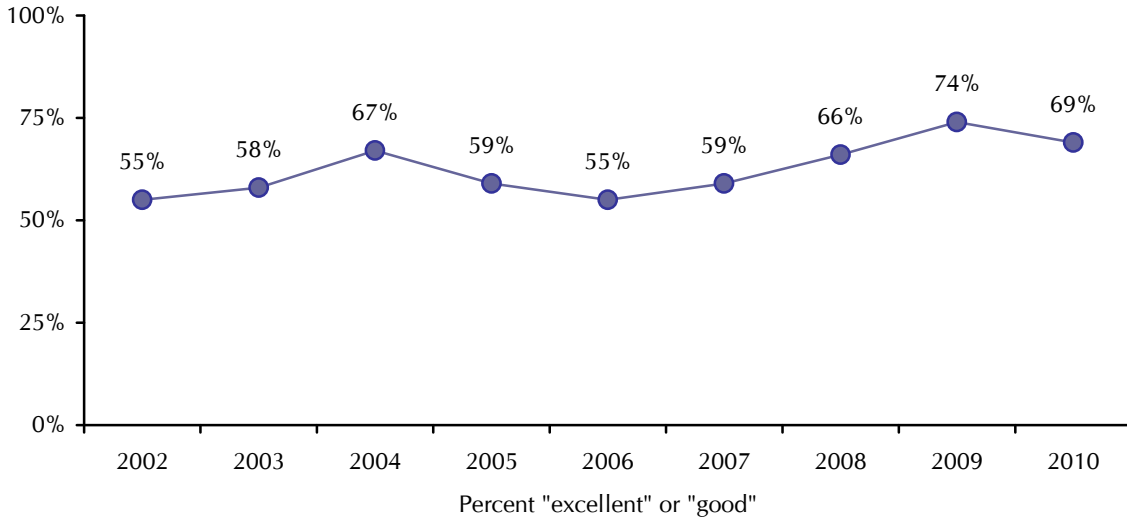


FIGURE 78: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services provided by City of Palm Coast	69%	74%	66%	59%	55%	59%	67%	58%	55%
Services provided by the Federal Government	37%	42%	34%	38%	38%	43%	43%	41%	44%
Services provided by the State Government	41%	42%	37%	41%	40%	43%	43%	40%	44%
Services provided by Flagler County Government	57%	55%	47%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 79: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Services provided by the City of Palm Coast	Similar	Above
Services provided by the Federal Government	Similar	Similar
Services provided by the State Government	Similar	Similar
Services provided by Flagler County Government	Above	Above

City of Palm Coast Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 60% who reported that they had been in contact (a percent that is above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 79% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the benchmarks and were similar to the 2009 survey, continuing an upward trend over time.

FIGURE 80: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

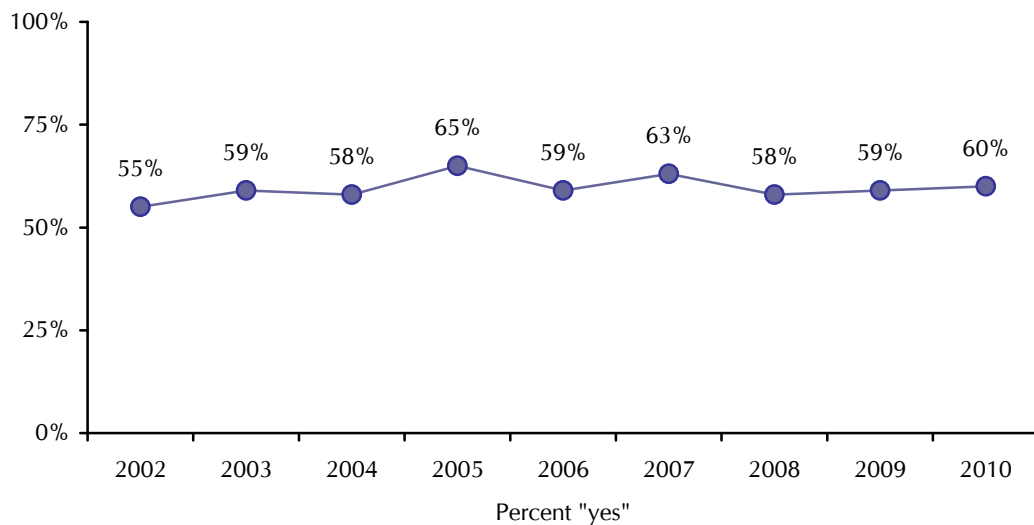


FIGURE 81: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Had contact with City employee(s) in last 12 months	More	More

FIGURE 82: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2010	2009	2008	2007	2006	2005	2004	2003	2002
Knowledge	84%	75%	68%	69%	69%	68%	71%	68%	68%
Responsiveness	78%	77%	68%	65%	67%	63%	68%	65%	64%
Courtesy	85%	79%	75%	70%	79%	76%	81%	73%	76%
Overall impression	79%	74%	70%	66%	68%	65%	71%	66%	65%
Percent "excellent" or "good"									

FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Florida cities with populations of 40,000-150,000
Knowledge	Similar	Above
Responsiveness	Similar	Much above
Courteousness	Above	Much above
Overall impression	Above	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

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

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

- Land use, planning and zoning
- Economic development
- Emergency preparedness

CITY OF PALM COAST ACTION CHART™

The 2010 City of Palm Coast Action Chart™ on the following page combines three dimensions of performance:

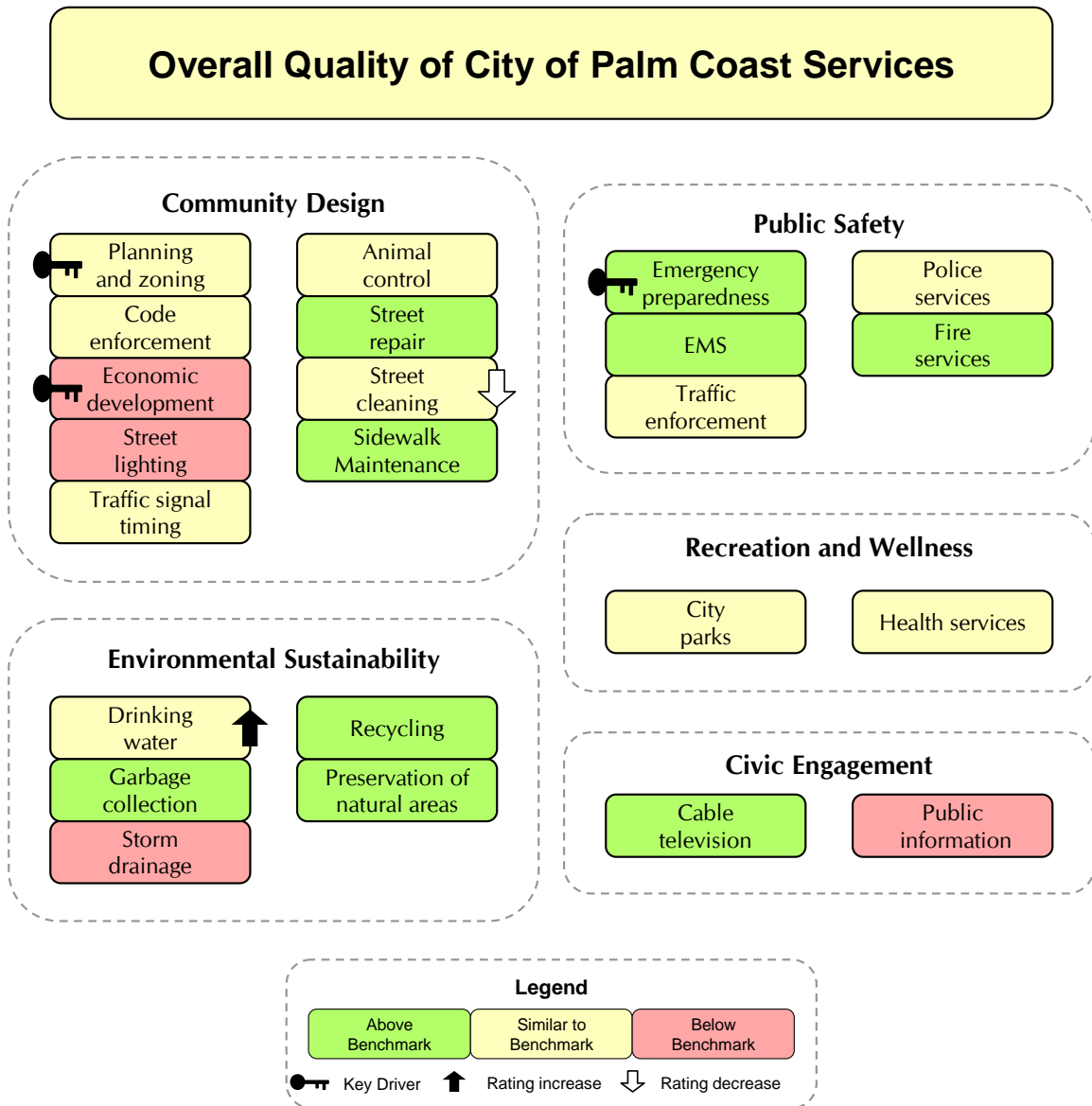
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Twenty-four services were included in the KDA for the City of Palm Coast. Of these, nine were above the benchmark, four were below the benchmark and eleven were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Palm Coast, economic development was below the benchmark and land use, planning and zoning was similar to the benchmark. More detail about interpreting results can be found in the next section.

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

FIGURE 84: CITY OF PALM COAST ACTION CHART™



Using Your Action Chart™

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

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

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

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

FIGURE 85: KEY DRIVERS COMPARED

Service	City of Palm Coast Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ City parks			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
◦ Animal control			
• Economic development	✓	✓	
◦ Health services			
Public information services		✓	
Public schools		✓	
◦ Cable television			
Emergency preparedness	✓		
◦ Preservation of natural areas			

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

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

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:					Total
	Extremely important	Very important	Somewhat important	Not at all important	
Street improvements	18%	45%	33%	3%	100%
Stormwater improvements	35%	41%	22%	2%	100%
Economic development	46%	37%	13%	4%	100%
Commercial/retail development	39%	37%	20%	4%	100%
Sidewalk and trail improvements	18%	36%	37%	9%	100%
Expansion of recreation services	12%	31%	43%	13%	100%
Expansion of parks	13%	26%	44%	16%	100%
Construction of additional fire stations	11%	26%	43%	20%	100%
Construction of additional community center	11%	20%	41%	28%	100%

Policy Question 2	
The City of Palm Coast is considering installing red light cameras at additional intersections to improve public safety. To what extent do you support or oppose the addition of more red light cameras?	Percent of respondents
Strongly support	27%
Somewhat support	30%
Somewhat oppose	14%
Strongly oppose	29%
Total	100%

Policy Question 3						
About how often, if at all, do you obtain information about Palm Coast city government from the following sources?						Total
	Daily	Weekly	Monthly	Occasionally	Never	
Local newspaper	32%	31%	4%	19%	13%	100%
Television News Programs	32%	10%	3%	28%	27%	100%
Radio	13%	10%	5%	24%	47%	100%
City newsletter (Palm Coaster)	4%	21%	33%	27%	16%	100%
City Television (PCMA TV 199)	3%	6%	1%	20%	71%	100%
City Web site	2%	9%	12%	31%	46%	100%
Internet Blog	2%	4%	4%	16%	75%	100%
Attend/Watch City Council meeting	0%	1%	3%	26%	69%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Palm Coast:	Excellent	Good	Fair	Poor	Total
Palm Coast as a place to live	27%	58%	15%	1%	100%
Your neighborhood as a place to live	30%	52%	16%	2%	100%
Palm Coast as a place to raise children	18%	55%	23%	4%	100%
Palm Coast as a place to work	5%	16%	26%	53%	100%
Palm Coast as a place to retire	28%	50%	18%	4%	100%
The overall quality of life in Palm Coast	19%	56%	23%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	13%	49%	28%	9%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	59%	19%	5%	100%
Overall appearance of Palm Coast	30%	53%	15%	2%	100%
Cleanliness of Palm Coast	28%	55%	13%	4%	100%
Overall quality of new development in Palm Coast	12%	51%	29%	8%	100%
Variety of housing options	12%	52%	30%	5%	100%
Overall quality of business and service establishments in Palm Coast	7%	45%	37%	10%	100%
Shopping opportunities	7%	40%	39%	14%	100%
Opportunities to attend cultural activities	6%	38%	42%	14%	100%
Recreational opportunities	10%	43%	34%	13%	100%
Employment opportunities	2%	7%	29%	62%	100%
Educational opportunities	6%	46%	36%	12%	100%
Opportunities to participate in social events and activities	9%	45%	38%	7%	100%
Opportunities to participate in religious or spiritual events and activities	21%	56%	20%	3%	100%
Opportunities to volunteer	20%	54%	22%	3%	100%
Opportunities to participate in community matters	10%	50%	32%	9%	100%
Ease of car travel in Palm Coast	12%	50%	27%	11%	100%
Ease of bicycle travel in Palm Coast	12%	42%	28%	17%	100%
Ease of walking in Palm Coast	14%	38%	27%	20%	100%
Availability of paths and walking trails	18%	42%	28%	11%	100%
Traffic flow on major streets	5%	39%	42%	13%	100%
Amount of public parking	9%	54%	28%	8%	100%
Availability of affordable quality housing	10%	51%	32%	7%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	6%	39%	34%	21%	100%
Availability of affordable quality health care	8%	41%	34%	17%	100%
Availability of affordable quality food	10%	51%	30%	9%	100%
Availability of preventive health services	6%	50%	36%	9%	100%
Air quality	19%	63%	16%	1%	100%
Quality of overall natural environment in Palm Coast	22%	58%	19%	1%	100%
Overall image or reputation of Palm Coast	16%	61%	20%	3%	100%

Question 3: Growth						
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	Total
Population growth	2%	10%	46%	28%	14%	100%
Retail growth (stores, restaurants, etc.)	14%	34%	42%	6%	4%	100%
Jobs growth	62%	33%	4%	0%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palm Coast?	Percent of respondents
Not a problem	21%
Minor problem	42%
Moderate problem	27%
Major problem	10%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Palm Coast:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	24%	49%	17%	8%	2%	100%
Property crimes (e.g., burglary, theft)	12%	47%	18%	17%	6%	100%
Environmental hazards, including toxic waste	36%	45%	14%	4%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	59%	34%	2%	4%	1%	100%
In your neighborhood after dark	30%	45%	10%	11%	4%	100%
In Palm Coast's downtown area during the day	49%	40%	9%	2%	0%	100%
In Palm Coast's downtown area after dark	14%	50%	20%	15%	1%	100%

Question 7: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Palm Coast public libraries or their services	18%	34%	26%	13%	9%	100%
Used Palm Coast recreation centers	42%	28%	17%	6%	6%	100%
Participated in a recreation program or activity	53%	22%	15%	5%	5%	100%
Visited a neighborhood park or City park	17%	33%	31%	10%	9%	100%
Recycled used paper, cans or bottles from your home	17%	7%	6%	6%	64%	100%
Volunteered your time to some group or activity in Palm Coast	45%	19%	14%	8%	14%	100%
Participated in religious or spiritual activities in Palm Coast	36%	19%	13%	7%	26%	100%
Participated in a club or civic group in Palm Coast	51%	16%	13%	8%	12%	100%
Provided help to a friend or neighbor	4%	17%	38%	22%	18%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	29%
Several times a week	29%
Several times a month	19%
Less than several times a month	22%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Palm Coast:	Excellent	Good	Fair	Poor	Total
Police services	29%	50%	13%	7%	100%
Fire services	47%	48%	5%	0%	100%
Ambulance or emergency medical services	46%	46%	7%	0%	100%
Crime prevention	13%	55%	23%	9%	100%
Fire prevention and education	19%	61%	18%	2%	100%
Traffic enforcement	14%	51%	25%	10%	100%
Street repair	12%	44%	33%	12%	100%
Street cleaning	14%	49%	27%	11%	100%
Street lighting	8%	28%	27%	37%	100%
Sidewalk maintenance	12%	45%	30%	13%	100%
Traffic signal timing	8%	38%	35%	19%	100%
Garbage collection	39%	50%	9%	2%	100%
Recycling	37%	49%	10%	4%	100%
Yard waste pick-up	36%	48%	14%	2%	100%
Storm drainage	10%	33%	30%	27%	100%
Drinking water	19%	47%	22%	12%	100%
Sewer services	18%	54%	21%	6%	100%
City parks	23%	57%	18%	2%	100%
Recreation programs or classes	14%	56%	24%	6%	100%
Recreation centers or facilities	13%	52%	29%	7%	100%
Land use, planning and zoning	8%	38%	37%	17%	100%
Code enforcement (weeds, abandoned buildings, etc)	10%	40%	33%	17%	100%
Animal control	9%	55%	28%	8%	100%
Economic development	4%	30%	37%	29%	100%
Health services	10%	52%	31%	7%	100%
Services to seniors	12%	52%	24%	12%	100%
Services to youth	8%	32%	36%	24%	100%
Services to low-income people	9%	31%	39%	22%	100%
Public information services	10%	45%	33%	12%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Palm Coast:	Excellent	Good	Fair	Poor	Total
Cable television	16%	46%	27%	11%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	54%	23%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	17%	53%	23%	7%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Palm Coast	14%	55%	25%	6%	100%
The Federal Government	5%	32%	42%	21%	100%
The State Government	5%	36%	45%	13%	100%
Flagler County Government	6%	51%	34%	9%	100%

Question 13: Contact with City Employees	
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)?	Percent of respondents
No	40%
Yes	60%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Palm Coast in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	31%	54%	10%	6%	100%
Responsiveness	33%	46%	13%	9%	100%
Courtesy	43%	42%	9%	6%	100%
Overall impression	35%	44%	14%	7%	100%

Question 15: Government Performance					
Please rate the following categories of Palm Coast government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Palm Coast	9%	45%	34%	13%	100%
The overall direction that Palm Coast is taking	7%	51%	28%	14%	100%
The job Palm Coast government does at welcoming citizen involvement	8%	40%	34%	18%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Palm Coast to someone who asks	42%	43%	8%	7%	100%
Remain in Palm Coast for the next five years	60%	25%	9%	6%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	13%
Neutral	42%
Somewhat negative	30%
Very negative	11%
Total	100%

Question 18a: 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	Total
Stormwater improvements	35%	41%	22%	2%	100%
Street improvements	18%	45%	33%	3%	100%
Sidewalk and trail improvements	18%	36%	37%	9%	100%
Expansion of parks	13%	26%	44%	16%	100%
Expansion of recreation services	12%	31%	43%	13%	100%
Economic development	46%	37%	13%	4%	100%
Commercial/retail development	39%	37%	20%	4%	100%
Construction of additional community center	11%	20%	41%	28%	100%
Construction of additional fire stations	11%	26%	43%	20%	100%

Question 18b: Policy Question 2	
The City of Palm Coast is considering installing red light cameras at additional intersections to improve public safety. To what extent do you support or oppose the addition of more red light cameras?	Percent of respondents
Strongly support	27%
Somewhat support	30%
Somewhat oppose	14%
Strongly oppose	29%
Total	100%

Question 18c: Policy Question 3						
About how often, if at all, do you obtain information about Palm Coast city government from the following sources?	Daily	Weekly	Monthly	Occasionally	Never	Total
Local newspaper	32%	31%	4%	19%	13%	100%
City newsletter (Palm Coaster)	4%	21%	33%	27%	16%	100%
Radio	13%	10%	5%	24%	47%	100%
Television News Programs	32%	10%	3%	28%	27%	100%
City Television (PCMA TV 199)	3%	6%	1%	20%	71%	100%
City Web site	2%	9%	12%	31%	46%	100%
Internet Blog	2%	4%	4%	16%	75%	100%
Attend/Watch City Council meeting	0%	1%	3%	26%	69%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	56%
Yes, full-time	36%
Yes, part-time	7%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	83%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	0%
Bicycle	0%
Work at home	7%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Palm Coast?	Percent of respondents
Less than 2 years	10%
2 to 5 years	27%
6 to 10 years	25%
11 to 20 years	25%
More than 20 years	13%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	88%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	9%
Mobile home	0%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	14%
Owned by you or someone in this house with a mortgage or free and clear	86%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	6%
\$300 to \$599 per month	14%
\$600 to \$999 per month	28%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	19%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	18%
\$25,000 to \$49,999	34%
\$50,000 to \$99,999	34%
\$100,000 to \$149,000	11%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	92%
Yes, I consider myself to be Spanish, Hispanic or Latino	8%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	10%
White	86%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	11%
35 to 44 years	11%
45 to 54 years	18%
55 to 64 years	16%
65 to 74 years	23%
75 years or older	19%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	10%
Yes	89%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	18%
Yes	81%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	9%
Yes	91%
Total	100%

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

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	13%
Land line	65%
Both	22%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

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

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Palm Coast:	Excellent		Good		Fair		Poor		Don't know		Total	
	Palm Coast as a place to live	27%	120	58%	254	15%	64	1%	3	0%	0	100%
Your neighborhood as a place to live	30%	131	52%	229	16%	69	2%	8	1%	2	100%	439
Palm Coast as a place to raise children	15%	63	44%	189	18%	79	4%	15	20%	85	100%	432
Palm Coast as a place to work	4%	18	13%	56	21%	91	44%	186	17%	74	100%	425
Palm Coast as a place to retire	27%	116	48%	209	17%	74	4%	18	4%	19	100%	437
The overall quality of life in Palm Coast	19%	83	56%	245	23%	101	2%	8	0%	0	100%	436

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	12%	52	47%	199	27%	114	9%	38	6%	24	100%
Openness and acceptance of the community towards people of diverse backgrounds	15%	65	53%	233	18%	77	5%	21	9%	40	100%	436
Overall appearance of Palm Coast	29%	129	53%	233	15%	64	2%	10	0%	2	100%	438
Cleanliness of Palm Coast	28%	122	55%	239	13%	56	4%	17	0%	1	100%	436
Overall quality of new development in Palm Coast	12%	50	48%	210	28%	121	7%	32	6%	24	100%	437
Variety of housing options	11%	49	49%	216	29%	125	5%	22	6%	25	100%	437
Overall quality of business and service establishments in Palm Coast	7%	29	44%	194	36%	159	10%	44	2%	9	100%	436
Shopping opportunities	7%	30	40%	177	39%	169	14%	63	0%	0	100%	439
Opportunities to attend cultural activities	6%	24	34%	149	38%	165	12%	53	10%	43	100%	434
Recreational opportunities	9%	38	41%	173	32%	135	12%	53	7%	28	100%	427
Employment opportunities	1%	6	6%	26	25%	107	53%	227	15%	66	100%	431
Educational opportunities	5%	22	41%	175	32%	136	11%	45	12%	50	100%	428

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	8%	37	42%	183	35%	153	7%	29	8%	33	100%
Opportunities to participate in religious or spiritual events and activities	18%	80	48%	209	17%	75	2%	10	14%	60	100%	435
Opportunities to volunteer	17%	74	45%	197	19%	82	3%	12	16%	70	100%	435
Opportunities to participate in community matters	9%	38	43%	184	27%	117	8%	32	14%	60	100%	431
Ease of car travel in Palm Coast	12%	52	50%	216	27%	118	11%	46	1%	4	100%	436
Ease of bicycle travel in Palm Coast	10%	43	36%	154	24%	103	15%	63	15%	66	100%	429
Ease of walking in Palm Coast	13%	57	37%	158	26%	112	20%	84	4%	19	100%	431
Availability of paths and walking trails	18%	76	41%	176	28%	118	10%	45	3%	13	100%	429
Traffic flow on major streets	5%	22	39%	169	42%	181	13%	57	1%	5	100%	434
Amount of public parking	9%	37	52%	222	27%	115	8%	34	5%	22	100%	429
Availability of affordable quality housing	9%	39	44%	192	28%	122	6%	27	12%	54	100%	435
Availability of affordable quality child care	2%	10	17%	71	15%	63	9%	39	56%	237	100%	420
Availability of affordable quality health care	7%	31	38%	163	31%	133	15%	65	9%	39	100%	431
Availability of affordable quality food	9%	41	50%	216	30%	130	9%	41	1%	6	100%	434
Availability of preventive health services	5%	24	45%	193	32%	138	8%	33	10%	45	100%	433
Air quality	19%	82	61%	266	15%	67	1%	5	4%	15	100%	436
Quality of overall natural environment in Palm Coast	21%	92	57%	251	18%	81	1%	5	2%	9	100%	438
Overall image or reputation of Palm Coast	16%	69	60%	262	19%	85	3%	13	2%	8	100%	438

Question 3: Growth														
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		Total	
	Population growth	2%	8	9%	37	41%	177	25%	109	12%	52	11%	50	100%
Retail growth (stores, restaurants, etc.)	14%	60	33%	144	40%	174	6%	24	4%	16	4%	18	100%	436
Jobs growth	53%	229	28%	122	3%	15	0%	1	1%	3	15%	64	100%	433

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palm Coast?	Percent of respondents	Count
Not a problem	19%	84
Minor problem	39%	168
Moderate problem	25%	109
Major problem	9%	39
Don't know	8%	34
Total	100%	434

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following 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)	23%	103	48%	209	17%	75	8%	34	2%	8	2%	9	100%	437
Property crimes (e.g., burglary, theft)	12%	52	46%	201	17%	76	17%	74	6%	25	2%	8	100%	436
Environmental hazards, including toxic waste	32%	140	40%	172	12%	53	3%	14	1%	5	12%	51	100%	436

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	59%	259	34%	148	2%	11	4%	18	1%	3	0%	2	100%	439
In your neighborhood after dark	30%	130	44%	195	10%	46	11%	48	4%	16	1%	3	100%	438
In Palm Coast's downtown area during the day	46%	201	38%	164	8%	35	2%	9	0%	1	6%	25	100%	435
In Palm Coast's downtown area after dark	12%	52	42%	185	16%	72	12%	54	1%	5	16%	69	100%	436

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	384
Yes	10%	41
Don't know	1%	5
Total	100%	431

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	15%	6
Yes	81%	33
Don't know	4%	1
Total	100%	41

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Used Palm Coast public libraries or their services	18%	78	34%	149	26%	113	13%	55	9%	40	100%	436
Used Palm Coast recreation centers	42%	181	28%	122	17%	74	6%	28	6%	27	100%	431
Participated in a recreation program or activity	53%	222	22%	92	15%	62	5%	22	5%	21	100%	418
Visited a neighborhood park or City park	17%	72	33%	141	31%	132	10%	41	9%	40	100%	426
Recycled used paper, cans or bottles from your home	17%	74	7%	28	6%	23	6%	26	64%	274	100%	425
Volunteered your time to some group or activity in Palm Coast	45%	191	19%	79	14%	60	8%	36	14%	61	100%	427
Participated in religious or spiritual activities in Palm Coast	36%	156	19%	80	13%	55	7%	28	26%	111	100%	429
Participated in a club or civic group in Palm Coast	51%	221	16%	70	13%	57	8%	33	12%	53	100%	434
Provided help to a friend or neighbor	4%	17	17%	75	38%	167	22%	97	18%	80	100%	436

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	29%	128
Several times a week	29%	128
Several times a month	19%	84
Less than several times a month	22%	95
Total	100%	435

Question 11: Service Quality												
Please rate the quality of each of the following services in Palm Coast:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	27%	119	47%	204	12%	54	7%	29	7%	30	100%
Fire services	40%	175	41%	179	4%	19	0%	0	15%	65	100%	437
Ambulance or emergency medical services	37%	158	37%	159	6%	26	0%	1	21%	89	100%	434
Crime prevention	10%	44	43%	186	18%	76	7%	30	23%	97	100%	432
Fire prevention and education	13%	58	43%	187	13%	57	1%	6	29%	123	100%	432
Traffic enforcement	12%	53	46%	200	22%	97	9%	38	10%	43	100%	431
Street repair	11%	49	43%	187	32%	140	11%	50	2%	10	100%	435
Street cleaning	13%	56	46%	197	25%	109	10%	44	6%	27	100%	432
Street lighting	8%	34	27%	117	26%	112	36%	157	3%	12	100%	432
Sidewalk maintenance	11%	45	39%	163	26%	109	11%	46	14%	58	100%	422
Traffic signal timing	8%	34	38%	165	35%	151	18%	80	2%	7	100%	437
Garbage collection	39%	170	49%	215	9%	39	2%	9	2%	7	100%	440
Recycling	36%	155	46%	202	9%	40	4%	17	5%	22	100%	436
Yard waste pick-up	33%	143	44%	193	13%	57	2%	9	8%	35	100%	436
Storm drainage	9%	41	32%	138	29%	125	26%	112	4%	18	100%	433
Drinking water	18%	78	46%	198	21%	92	12%	51	3%	15	100%	435
Sewer services	17%	71	49%	210	18%	80	6%	25	11%	45	100%	430
City parks	20%	86	50%	217	16%	68	2%	9	12%	52	100%	432

Question 11: Service Quality												
Please rate the quality of each of the following services in Palm Coast:	Excellent		Good		Fair		Poor		Don't know		Total	
	Recreation programs or classes	9%	40	37%	159	16%	69	4%	18	33%	140	100%
Recreation centers or facilities	9%	38	37%	156	20%	86	5%	20	30%	126	100%	426
Land use, planning and zoning	6%	24	28%	117	27%	114	12%	53	27%	115	100%	422
Code enforcement (weeds, abandoned buildings, etc)	9%	37	36%	153	29%	126	16%	67	11%	47	100%	429
Animal control	7%	31	45%	195	23%	99	6%	28	19%	81	100%	434
Economic development	3%	13	25%	106	30%	130	24%	103	17%	74	100%	426
Health services	9%	38	46%	197	27%	118	6%	25	12%	53	100%	431
Services to seniors	8%	35	35%	151	16%	71	8%	34	32%	139	100%	430
Services to youth	5%	20	19%	83	21%	92	15%	63	40%	172	100%	430
Services to low-income people	4%	18	15%	65	19%	80	10%	45	52%	223	100%	431
Public information services	8%	34	36%	154	27%	115	9%	41	20%	85	100%	429
Cable television	14%	60	41%	174	24%	102	10%	42	12%	51	100%	430
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	62	42%	179	18%	77	3%	14	23%	97	100%	429
Preservation of natural areas such as open space, farmlands and greenbelts	13%	57	43%	181	19%	79	5%	22	20%	86	100%	425

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Palm Coast	13%	59	53%	231	24%	106	5%	24	4%	17	100%
The Federal Government	4%	18	25%	112	33%	146	17%	73	21%	90	100%	440
The State Government	4%	17	29%	127	36%	158	11%	47	21%	91	100%	440
Flagler County Government	5%	21	43%	188	29%	127	7%	31	16%	70	100%	438

Question 13: Contact with City Employees		
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)?	Percent of respondents	Count
No	40%	164
Yes	60%	246
Total	100%	410

Question 14: City Employees												
What was your impression of the employee(s) of the City of Palm Coast in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	30%	74	53%	130	10%	24	6%	14	1%	2	100%
Responsiveness	33%	80	46%	112	13%	31	9%	22	0%	0	100%	246
Courtesy	43%	105	42%	104	9%	21	6%	15	0%	0	100%	246
Overall impression	35%	85	44%	109	14%	34	7%	18	0%	0	100%	245

Question 15: Government Performance												
Please rate the following categories of Palm Coast government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Palm Coast	8%	33	39%	171	30%	129	11%	49	12%	53	100%
The overall direction that Palm Coast is taking	6%	27	46%	200	25%	109	12%	54	11%	49	100%	439
The job Palm Coast government does at welcoming citizen involvement	6%	25	29%	126	25%	106	13%	58	27%	117	100%	433

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Palm Coast to someone who asks	41%	181	43%	188	8%	35	6%	29	2%	8	100%
Remain in Palm Coast for the next five years	57%	248	24%	104	8%	37	6%	25	4%	19	100%	433

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	14
Somewhat positive	13%	57
Neutral	42%	184
Somewhat negative	30%	134
Very negative	11%	50
Total	100%	439

Question 18a: 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 improvements	34%	147	39%	171	21%	90	2%	9	5%	20	100%
Street improvements	17%	76	44%	192	32%	140	3%	15	3%	13	100%	436
Sidewalk and trail improvements	17%	75	34%	149	36%	156	9%	40	3%	15	100%	435
Expansion of parks	12%	53	25%	108	42%	181	15%	65	6%	24	100%	432
Expansion of recreation services	11%	49	29%	125	40%	173	12%	52	7%	30	100%	430
Economic development	44%	193	36%	157	12%	54	4%	15	4%	17	100%	436
Commercial/retail development	38%	164	36%	157	19%	82	4%	16	3%	14	100%	433
Construction of additional community center	10%	46	19%	81	38%	164	26%	112	8%	33	100%	436
Construction of additional fire stations	10%	43	24%	103	39%	171	18%	79	9%	40	100%	436

Question 18b: Policy Question 2		
The City of Palm Coast is considering installing red light cameras at additional intersections to improve public safety. To what extent do you support or oppose the addition of more red light cameras?	Percent of respondents	Count
Strongly support	26%	111
Somewhat support	29%	122
Somewhat oppose	13%	57
Strongly oppose	28%	120
Don't know	3%	14
Total	100%	424

Question 18c: Policy Question 3												
About how often, if at all, do you obtain information about Palm Coast city government from the following sources?	Daily		Weekly		Monthly		Occasionally		Never		Total	
Local newspaper	32%	139	31%	136	4%	17	19%	82	13%	58	100%	432
City newsletter (Palm Coaster)	4%	16	21%	89	33%	139	27%	113	16%	69	100%	426
Radio	13%	57	10%	43	5%	20	24%	104	47%	202	100%	425
Television News Programs	32%	137	10%	44	3%	15	28%	121	27%	116	100%	433
City Television (PCMA TV 199)	3%	12	6%	24	1%	6	20%	83	71%	298	100%	422
City Web site	2%	8	9%	39	12%	50	31%	133	46%	196	100%	426
Internet Blog	2%	8	4%	15	4%	15	16%	68	75%	318	100%	424
Attend/Watch City Council meeting	0%	2	1%	5	3%	13	26%	111	69%	299	100%	430

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	56%	245
Yes, full-time	36%	158
Yes, part-time	7%	30
Total	100%	433

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	83%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	8%
Bus, rail, subway or other public transportation	0%
Walk	0%
Bicycle	0%
Work at home	7%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Palm Coast?	Percent of respondents	Count
Less than 2 years	10%	45
2 to 5 years	27%	118
6 to 10 years	25%	110
11 to 20 years	25%	109
More than 20 years	13%	58
Total	100%	440

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	88%	385
House attached to one or more houses (e.g., a duplex or townhome)	3%	15
Building with two or more apartments or condominiums	9%	38
Mobile home	0%	0
Other	0%	0
Total	100%	438

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	14%	59
Owned by you or someone in this house with a mortgage or free and clear	86%	367
Total	100%	426

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	6%	26
\$300 to \$599 per month	14%	55
\$600 to \$999 per month	28%	115
\$1,000 to \$1,499 per month	27%	111
\$1,500 to \$2,499 per month	19%	77
\$2,500 or more per month	6%	25
Total	100%	409

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	75%	325
Yes	25%	111
Total	100%	435

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	50%	219
Yes	50%	220
Total	100%	440

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	18%	70
\$25,000 to \$49,999	34%	135
\$50,000 to \$99,999	34%	136
\$100,000 to \$149,000	11%	45
\$150,000 or more	3%	10
Total	100%	395

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	92%	388
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	36
Total	100%	424

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	4
Asian, Asian Indian or Pacific Islander	2%	10
Black or African American	10%	42
White	86%	374
Other	3%	13
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	4
25 to 34 years	11%	49
35 to 44 years	11%	50
45 to 54 years	18%	81
55 to 64 years	16%	69
65 to 74 years	23%	101
75 years or older	19%	83
Total	100%	438

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	237
Male	44%	187
Total	100%	425

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	42
Yes	88%	389
Ineligible to vote	1%	4
Don't know	1%	6
Total	100%	441

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	18%	78
Yes	80%	350
Ineligible to vote	1%	5
Don't know	1%	5
Total	100%	438

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	9%	38
Yes	91%	400
Total	100%	439

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	22%	99
Yes	78%	340
Total	100%	438

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	13%	40
Land line	65%	200
Both	22%	68
Total	100%	308

APPENDIX B: SURVEY METHODOLOGY

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

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

SURVEY VALIDITY

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

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

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

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

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

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

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

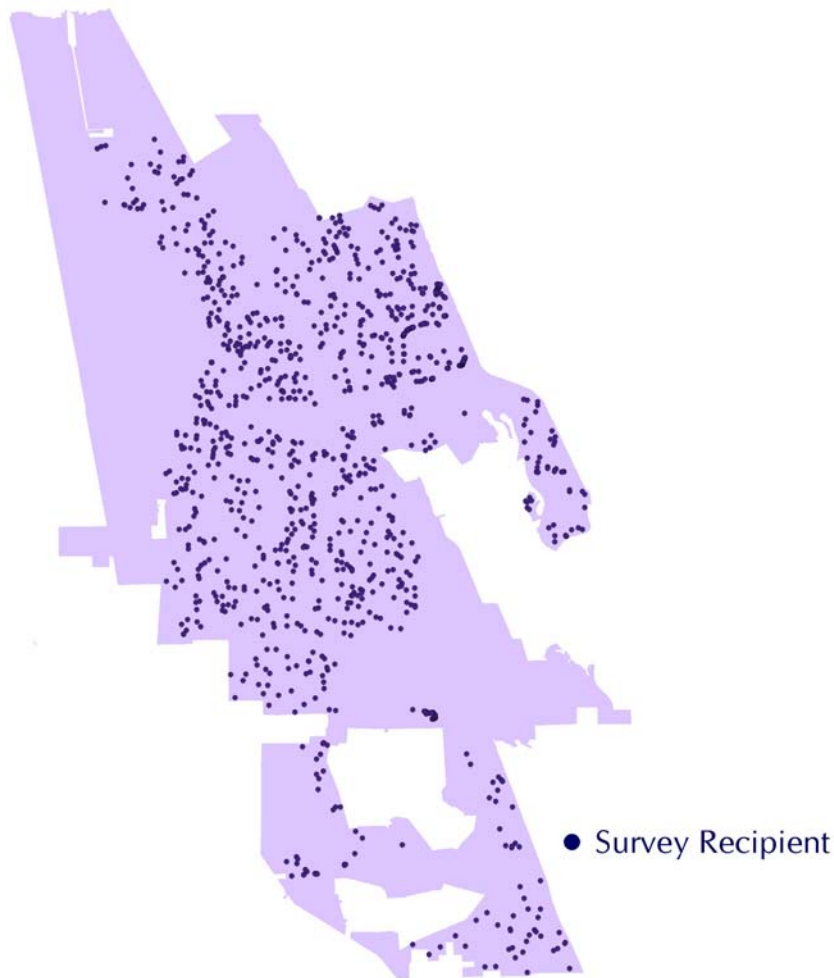
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Palm Coast were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Palm Coast boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Palm Coast households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Palm Coast boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Palm Coast. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 86: LOCATION OF SURVEY RECIPIENTS

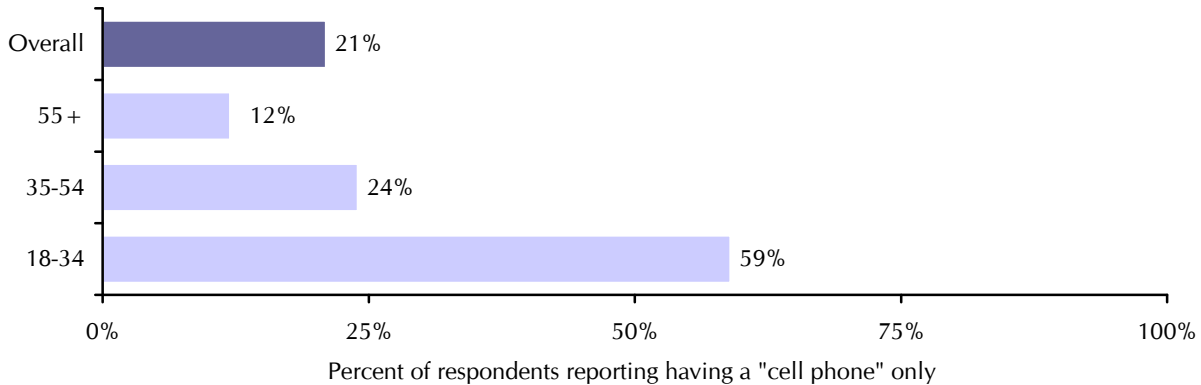
The National Citizen Survey™ City of Palm Coast, FL 2010



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines were added to The NCS™ questionnaire. According to recent estimates, about 12 percent of all U.S. households have a cell phone but no landline. By the end of 2010, researchers predict that 40 percent of Americans 18 to 30 years old will have only a cell phone and no landline.³

FIGURE 87: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PALM COAST



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning May 10, 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Palm Coast survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (460 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

³ . Paul J. Lavrakas, Charles D. Shuttles, Charlotte Steeh, and Howard Fienberg, “The State of Surveying Cell Phone Numbers in the United States: 2007 and Beyond,” *Public Opinion Quarterly* 71, no. 5 (2007), 840-854.

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the City of Palm Coast. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and sex and age. This decision was based on:

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

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

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

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

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

Palm Coast Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	14%	16%	14%
Own home	86%	84%	86%
Detached unit	91%	86%	88%
Attached unit	9%	14%	12%
Race and Ethnicity			
White alone, not Hispanic	81%	78%	78%
Hispanic and/or other race	19%	22%	22%
Sex and Age			
Female	53%	55%	56%
Male	47%	45%	44%
18-34 years of age	16%	7%	12%
35-54 years of age	29%	24%	30%
55+ years of age	55%	69%	58%
Females 18-34	8%	6%	8%
Females 35-54	16%	14%	17%
Females 55+	29%	35%	31%
Males 18-34	8%	1%	5%
Males 35-54	13%	10%	13%
Males 55+	26%	35%	27%

⁴ Source: 2000 Census

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of Palm Coast to the Benchmark Database

The City of Palm Coast chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Florida cities with populations of 40,000-150,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Palm Coast Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

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

APPENDIX C: SURVEY MATERIALS

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

Dear 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,

A handwritten signature in black ink, appearing to read 'Jon Netts', with a long horizontal flourish extending to the right.

Jon Netts
Mayor

Dear 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!

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Jon Netts
Mayor



CITY OF PALM COAST

160 CYPRESS POINT PARKWAY SUITE B-106
PALM COAST, FL 32164

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



CITY OF PALM COAST

160 CYPRESS POINT PARKWAY SUITE B-106
PALM COAST, FL 32164

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
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160 CYPRESS POINT PARKWAY SUITE B-106
PALM COAST, FL 32164

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



OFFICE OF THE MAYOR

May 2010

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 2010 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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) 986-4720.

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

Sincerely,

Jon Netts
Mayor



OFFICE OF THE MAYOR

May 2010

Dear City of 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's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. 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.**

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

Sincerely,

Jon Netts
Mayor

The City of Palm Coast 2010 Citizen Survey

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Palm Coast as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Palm Coast as a place to raise children.....	1	2	3	4	5
Palm Coast as a place to work.....	1	2	3	4	5
Palm Coast as a place to retire	1	2	3	4	5
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:

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

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

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

5. Please rate how safe or unsafe you feel from the following in 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
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

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

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 → Go to Question 9

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 public libraries or their services	1	2	3	4	5
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 park or City park.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Palm Coast	1	2	3	4	5
Participated in religious or spiritual activities in Palm Coast	1	2	3	4	5
Participated in a club or civic group in Palm Coast	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

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

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

The City of Palm Coast 2010 Citizen Survey

11. Please rate the quality of each of the following services in Palm Coast:

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

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

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

13. 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 15 Yes → Go to Question 14

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

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

15. Please rate the following categories of Palm Coast government performance:

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

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

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

17. 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

18. 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:

	<i>Extremely important</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Stormwater improvements.....	1	2	3	4	5
Street improvements.....	1	2	3	4	5
Sidewalk and trail improvements.....	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/retail development.....	1	2	3	4	5
Construction of additional community center.....	1	2	3	4	5
Construction of additional fire stations.....	1	2	3	4	5

b. The City of Palm Coast is considering installing red light cameras at additional intersections to improve public safety. To what extent do you support or oppose the addition of more red light cameras?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 Don't know

c. About how often, if at all, do you obtain information about Palm Coast city government from the following sources?

	<i>Daily</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Occasionally</i>	<i>Never</i>
Local newspaper.....	1	2	3	4	5
City newsletter (Palm Coaster).....	1	2	3	4	5
Radio.....	1	2	3	4	5
Television News Programs.....	1	2	3	4	5
City Television (PCMA TV 199).....	1	2	3	4	5
City Web site.....	1	2	3	4	5
Internet Blog.....	1	2	3	4	5
Attend/Watch City Council meeting.....	1	2	3	4	5

The City of Palm Coast 2010 Citizen Survey

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

D1. Are you currently employed for pay?

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

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

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

D3. How many years have you lived in Palm Coast?

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

D4. Which best describes the building you live in?

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

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

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

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

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

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

- No Yes

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

- No Yes

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

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

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



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