The National Citizen Survey™

CITY OF PALM COAST, FL
2011

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives

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

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 449 surveys returned; 41% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

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

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

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

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

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

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

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

RECREATION AND WELLNESS

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

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

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

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

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

PUBLIC TRUST

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

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 449 completed surveys were obtained, providing an overall response rate of 41%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

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 with several custom questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Palm Coast Survey (449 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. 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 67% of respondents. A majority 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. The three characteristics receiving the most favorable ratings were the cleanliness of Palm Coast, overall appearance, and the quality of the overall natural environment in Palm Coast. The characteristics receiving the least positive ratings were employment opportunities and the availability of affordable quality child care.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, nine were above the national benchmark comparison, nine were similar to the national benchmark comparison and 12 were below.

Residents in the City of Palm Coast were civically engaged. While only 31% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. Close to half had volunteered their time to some group or activity in the City of Palm Coast, which was similar to the benchmark.

In general, survey respondents demonstrated mild trust in local government. About half rated the overall direction being taken by the City of Palm Coast as "good" or "excellent." This was lower than 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. Most rated their overall impression of employees as "excellent" or "good."

City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, eight were above the benchmark comparison, 18 were similar to the benchmark comparison and eight 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:

- Police services
- City parks
- Traffic signal timing

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.

Many 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. The rating of overall quality of life had declined over time, while ratings of neighborhood and Palm Coast as a place to live were similar to the most recent survey year.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

Percent rating overall quality of life as "excellent" or "good"
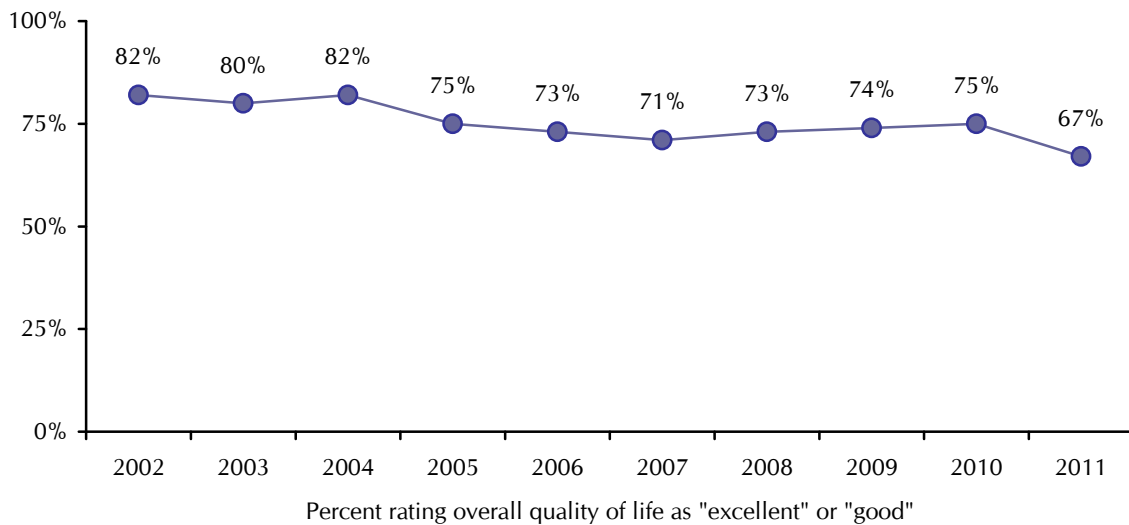
FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
The overall quality of life in Palm Coast	67%	75%	74%	73%	71%	73%	75%	82%	80%	82%
Your neighborhood as a place to live	78%	82%	78%	81%	80%	86%	86%	88%	88%	86%
Palm Coast as a place to live	78%	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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Recommend living in Palm Coast to someone who asks	78%	85%	82%	80%	NA	NA	NA	NA	NA	NA
Remain in Palm Coast for the next five years	83%	85%	84%	83%	NA	NA	NA	NA	NA	NA
Percent "somewhat" or "very" likely										

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Palm Coast	Much below
Your neighborhood as place to live	Similar
Palm Coast as a place to live	Below
Recommend living in Palm Coast to someone who asks	Much below
Remain in Palm Coast for the next five years	Similar

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." The availability of paths and walking trails was given the most positive rating, followed by ease of bicycle travel in Palm Coast. These ratings tended to be higher than the benchmark and varied when compared to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Ease of car travel in Palm Coast	57%	62%	50%	41%	39%	20%	16%	22%	37%	51%
Ease of bicycle travel in Palm Coast	65%	54%	49%	45%	45%	42%	33%	46%	41%	43%
Ease of walking in Palm Coast	58%	52%	49%	46%	45%	42%	36%	44%	44%	44%
Availability of paths and walking trails	70%	61%	53%	49%	NA	NA	NA	NA	NA	NA
Traffic flow on major streets	50%	44%	41%	32%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Palm Coast	Similar
Ease of bicycle travel in Palm Coast	Much above
Ease of walking in Palm Coast	Similar
Availability of paths and walking trails	Much above
Traffic flow on major streets	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. Four were above the benchmark and two were below the benchmark. Ratings for street repair, street cleaning and sidewalk maintenance had increased from 2010 to 2011.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Street repair	68%	55%	62%	52%	43%	37%	31%	34%	18%	16%
Street cleaning	70%	62%	71%	59%	48%	45%	40%	44%	31%	27%
Street lighting	37%	36%	38%	32%	30%	26%	20%	24%	18%	NA
Sidewalk maintenance	65%	57%	52%	51%	49%	45%	43%	43%	35%	35%
Traffic signal timing	43%	46%	46%	45%	39%	33%	28%	35%	38%	46%
Amount of public parking	61%	64%	60%	56%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Above
Street lighting	Much below
Sidewalk maintenance	Much above
Traffic signal timing	Below
Amount of public parking	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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	80%	83%	71%	75%	NA	NA	NA	NA	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%	8%	20%	15%	NA	NA	NA	NA	NA	NA
Bus, rail, subway or other public transportation	0%	0%	0%	0%	NA	NA	NA	NA	NA	NA
Walk	1%	0%	1%	1%	NA	NA	NA	NA	NA	NA
Bicycle	1%	0%	1%	1%	NA	NA	NA	NA	NA	NA
Work at home	4%	7%	7%	6%	NA	NA	NA	NA	NA	NA
Other	3%	1%	0%	2%	NA	NA	NA	NA	NA	NA

FIGURE 12: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	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 quality housing was rated as "excellent" or "good" by 58% of respondents, while the variety of housing options was rated as "excellent" or "good" by 59% of respondents. The rating of perceived affordable housing availability was much better in the City of Palm Coast than the ratings, on average, in comparison jurisdictions.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality housing	58%	61%	58%	53%	41%	33%	39%	54%	NA	NA
Variety of housing options	59%	64%	67%	64%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Similar

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 36% of survey participants were found to pay housing costs of more than 30% of their monthly household income. This proportion was lower when compared to previous survey years and was similar to the benchmark.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Housing costs 30% or more of income	36%	42%	45%	NA	NA	NA	NA	NA	NA	NA

Percent of respondents

FIGURE 16: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of 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 56% of respondents. The overall appearance of Palm Coast was rated as "excellent" or "good" by 83% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Palm Coast, 9% thought they were a "major" problem. The services of land use, planning and zoning and code enforcement were rated similar to the benchmark and the service of animal control was rated below the benchmark. Ratings showed a varied pattern when compared to past years.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Overall quality of new development in Palm Coast	56%	63%	61%	63%	53%	47%	48%	NA	NA	NA
Overall appearance of Palm Coast	83%	83%	86%	82%	83%	80%	85%	83%	76%	75%

Percent "excellent" or "good"

FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Palm Coast	Similar
Overall appearance of Palm Coast	Much above

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

Percent rating population growth as "too fast"
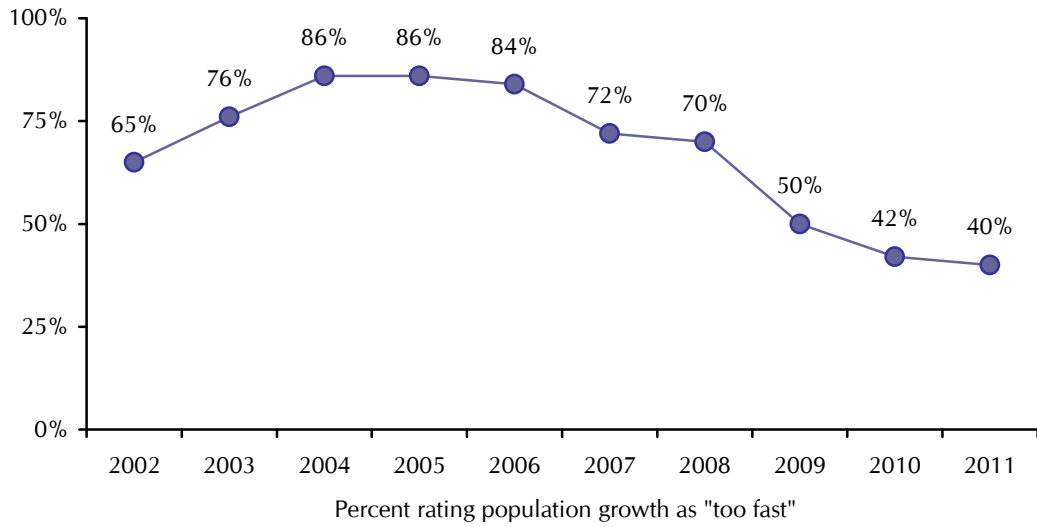
FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

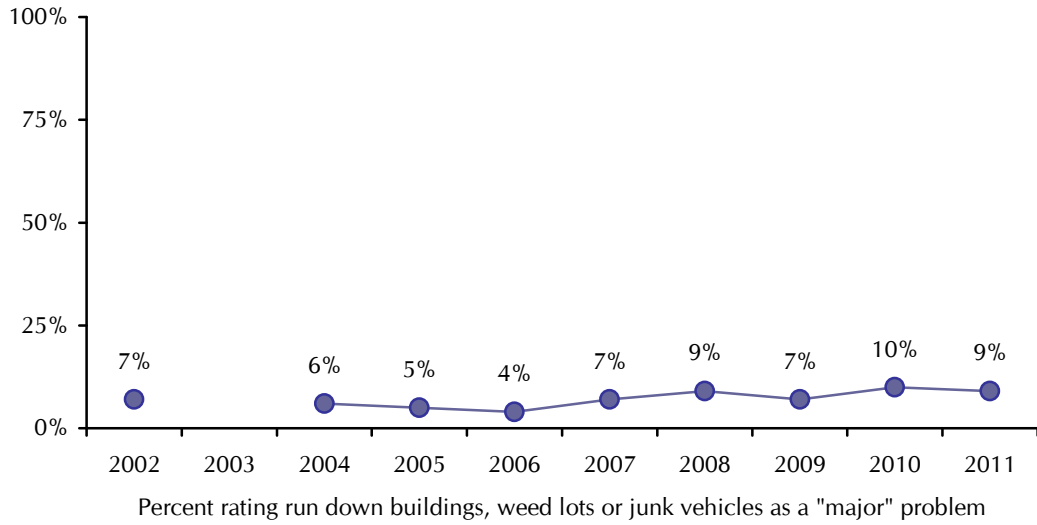Percent rating run down buildings, weed lots or junk vehicles as a "major" problem

FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

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

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Land use, planning and zoning	42%	46%	42%	41%	32%	27%	30%	33%	28%	27%
Code enforcement (weeds, abandoned buildings, etc.)	47%	50%	50%	43%	44%	42%	45%	44%	31%	37%
Animal control	57%	64%	61%	55%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Similar
Animal control	Below

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 the overall quality of business and service establishments in Palm Coast and shopping opportunities. Receiving the lowest rating was employment opportunities. These ratings were similar to 2010 ratings.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Employment opportunities	5%	9%	6%	9%	6%	7%	7%	9%	7%	8%
Shopping opportunities	43%	47%	49%	30%	25%	22%	22%	27%	20%	23%
Palm Coast as a place to work	15%	21%	20%	16%	16%	20%	24%	NA	NA	NA
Overall quality of business and service establishments in Palm Coast	48%	52%	52%	45%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Much below
Palm Coast as a place to work	Much below
Overall quality of business and service establishments in Palm Coast	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Palm Coast, 96% responded that it was "too slow," while 47% reported retail growth as "too slow." Many more residents in Palm Coast, compared to other jurisdictions, believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Retail growth seen as too slow	47%	49%	39%	54%	65%	69%	65%	64%	73%	67%
Jobs growth seen as too slow	96%	95%	95%	93%	88%	88%	88%	89%	93%	88%
Percent of respondents										

FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

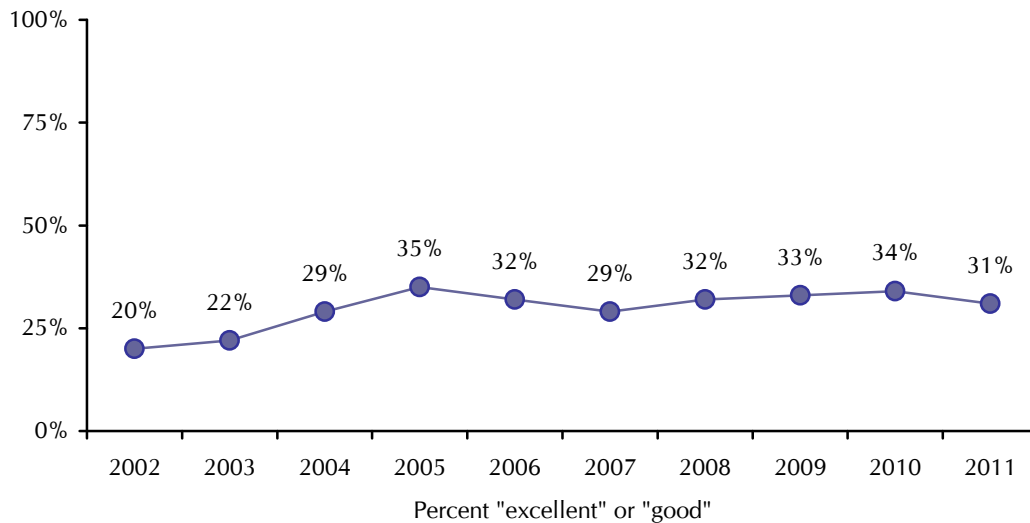FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

Percent "excellent" or "good"

FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Fifteen 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 less than comparison jurisdictions.
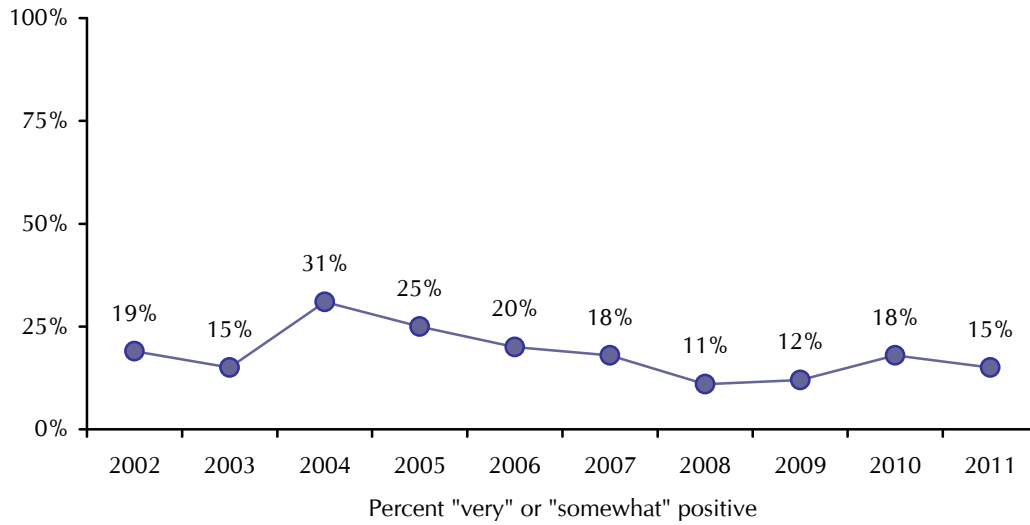
FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

Percent "very" or "somewhat" positive

FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

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 71% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 78% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Safety in your neighborhood during the day	91%	93%	90%	92%	93%	92%	94%	94%	93%	96%
Safety in your neighborhood after dark	68%	75%	73%	70%	74%	79%	78%	80%	78%	82%
Safety in Palm Coast's downtown area during the day	88%	89%	90%	88%	90%	88%	91%	91%	92%	93%
Safety in Palm Coast's downtown area after dark	59%	64%	64%	62%	61%	69%	68%	73%	72%	70%
Safety from violent crime (e.g., rape, assault, robbery)	71%	73%	71%	73%	68%	71%	73%	76%	75%	79%
Safety from property crimes (e.g, burglary, theft)	52%	59%	51%	56%	51%	53%	65%	62%	60%	64%
Safety from environmental hazards	78%	81%	81%	79%	NA	NA	NA	NA	NA	NA
Percent "very" or "somewhat" safe										

FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police. Compared to other jurisdictions about the same percent of 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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
During the past 12 months, were you or anyone in your household the victim of any crime?	12%	10%	12%	13%	11%	11%	8%	8%	7%	9%
If yes, was this crime (these crimes) reported to the police?	81%	84%	80%	88%	90%	82%	78%	72%	72%	85%
Percent "yes"										

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated seven City public safety services; of these, one was rated above the benchmark comparison and six were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and crime prevention received the lowest ratings. Most were rated similar when compared to previous years.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Police services	80%	79%	78%	69%	70%	77%	81%	79%	82%	81%
Fire services	92%	95%	94%	90%	90%	90%	95%	94%	92%	91%
Ambulance or emergency medical services	88%	92%	92%	88%	86%	87%	94%	92%	89%	90%
Crime prevention	62%	69%	NA	NA	NA	NA	NA	NA	NA	NA
Fire prevention and education	75%	79%	78%	75%	76%	71%	73%	NA	77%	76%
Traffic enforcement	63%	65%	61%	57%	57%	50%	50%	55%	48%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	69%	73%	71%	61%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

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

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of 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 82% of survey respondents. The cleanliness of Palm Coast received the highest rating, and it was much above the benchmark. These ratings were mostly similar when compared to past survey years.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Cleanliness of Palm Coast	83%	83%	85%	NA	NA	NA	NA	NA	NA	NA
Quality of overall natural environment in Palm Coast	82%	80%	69%	71%	NA	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	66%	70%	66%	56%	NA	NA	NA	NA	NA	NA
Air quality	79%	83%	NA	79%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

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

Resident recycling was much greater than recycling reported in comparison communities. The amount of recycling had increased over time.

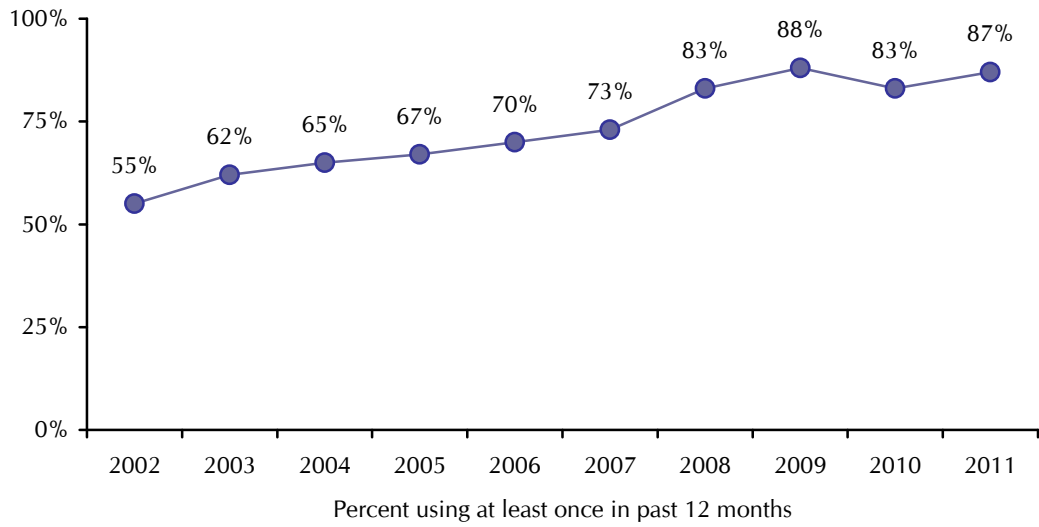FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months

FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the six utility services rated by those completing the questionnaire, three were higher than the benchmark comparison and three were similar to the benchmark comparison. These service ratings trends were varied when compared to past surveys.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sewer services	76%	73%	72%	69%	64%	63%	64%	88%	64%	68%
Drinking water	65%	66%	58%	56%	53%	55%	52%	55%	54%	55%
Storm drainage	57%	43%	49%	46%	40%	32%	29%	35%	21%	40%
Yard waste pick-up	87%	84%	NA	NA	NA	NA	NA	NA	NA	NA
Recycling	83%	86%	87%	84%	81%	80%	84%	79%	81%	83%
Garbage collection	90%	89%	86%	86%	85%	82%	87%	86%	87%	83%
Percent "excellent" or "good"										

FIGURE 44: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Similar
Drinking water	Similar
Storm drainage	Similar
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Palm Coast were rated somewhat positively as were services related to parks and recreation. Recreation centers or facilities and city parks were rated similar to the benchmark while recreation programs or classes were rated lower than the benchmark. Parks and recreation ratings have varied over the past ten years.

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 smaller than the percent of users in comparison jurisdictions. However, recreation program use in Palm Coast was about the same as use in comparison jurisdictions.

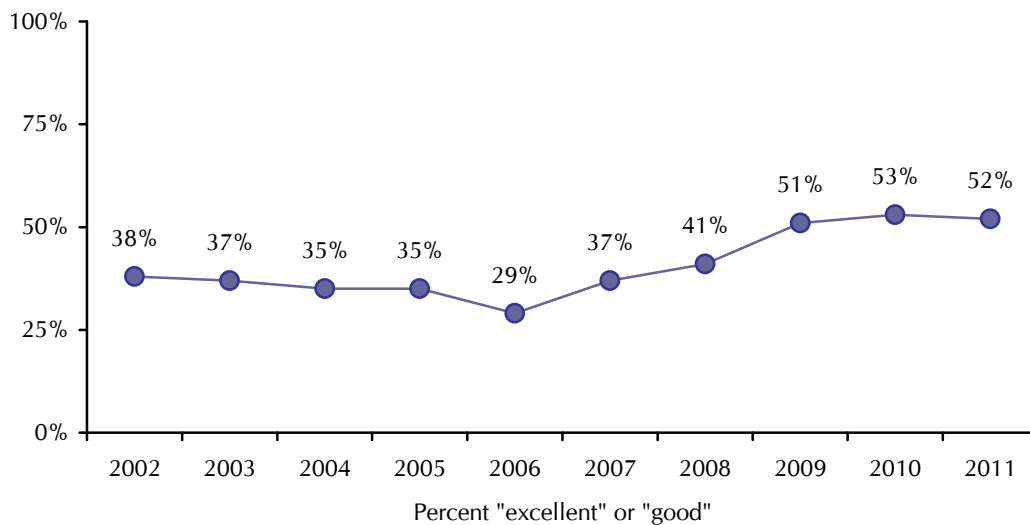FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"

FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much below

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast recreation centers	54%	58%	55%	57%	52%	50%	49%	59%	72%	73%
Participated in a recreation program or activity	47%	47%	45%	45%	43%	41%	40%	45%	47%	49%
Visited a neighborhood park or City park	83%	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

	Comparison to benchmark
Used Palm Coast recreation centers	Less
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Less

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
City parks	82%	80%	78%	76%	72%	68%	70%	73%	71%	69%
Recreation programs or classes	66%	70%	70%	66%	68%	58%	62%	70%	67%	NA
Recreation centers or facilities	65%	65%	66%	62%	56%	50%	51%	59%	51%	52%

Percent "excellent" or "good"

FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Below
Recreation centers or facilities	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. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 40% of respondents. Educational opportunities were rated as "excellent" or "good" by 41% of respondents. Compared to the benchmark data, educational opportunities were much below the average of comparison jurisdictions, as were cultural activity opportunities.

About 76% 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 above comparison jurisdictions and was lower when compared to previous survey years.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to attend cultural activities	40%	44%	NA	NA	NA	NA	NA	NA	46%	40%
Educational opportunities	41%	52%	NA	48%	56%	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast public libraries or their services	76%	82%	NA	NA	NA	NA	NA	NA	84%	84%
Participated in religious or spiritual activities in Palm Coast	60%	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

	Comparison to benchmark
Used Palm Coast public libraries or their services	More
Participated in religious or spiritual activities in Palm Coast	Much more

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Public schools	65%	NA	NA	NA	NA	NA	NA	NA	NA	NA
Public library services	80%	NA	NA	NA	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Similar

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.

Among Palm Coast residents, 45% rated affordable quality health care as "excellent" or "good." Those ratings were similar to the ratings of comparison communities and were generally stable when compared to years past.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality health care	45%	49%	46%	37%	42%	42%	41%	44%	NA	NA
Availability of affordable quality food	55%	60%	NA	56%	NA	NA	NA	NA	NA	NA
Availability of preventive health services	53%	56%	47%	43%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Similar
Availability of affordable quality food	Below
Availability of preventive health services	Below

Health services offered in the City of Palm Coast were rated "excellent" or "good" by 55% of respondents, and were below benchmark.

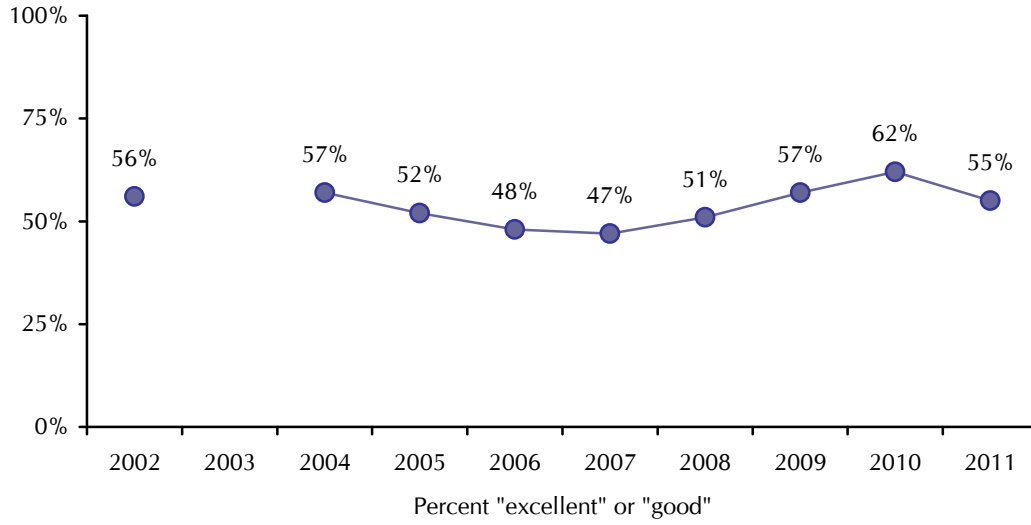FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

Percent "excellent" or "good"

FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Below

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.

A majority of residents rated the City of Palm Coast as an "excellent" or "good" place to raise kids and about three-quarters rated it as an excellent or good place to retire. About half of residents felt that the local sense of community was "excellent" or "good." Most 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 and was lower than the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sense of community	56%	62%	NA	58%	NA	NA	NA	NA	63%	59%
Openness and acceptance of the community towards people of diverse backgrounds	65%	75%	NA	NA	NA	NA	NA	NA	NA	NA
Availability of affordable quality child care	30%	44%	32%	27%	27%	30%	24%	32%	NA	NA
Palm Coast as a place to raise children	63%	73%	60%	61%	60%	66%	70%	72%	75%	69%
Palm Coast as a place to retire	75%	78%	73%	78%	76%	71%	78%	81%	83%	84%

Percent "excellent" or "good"

FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Below
Palm Coast as a place to raise kids	Much below
Palm Coast as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 36% to 59% with ratings of "excellent" or "good." Services to seniors were the same as the benchmark while services to youth and low-income people were below the benchmark.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services to seniors	59%	64%	55%	52%	50%	52%	59%	62%	56%	61%
Services to youth	36%	40%	43%	34%	26%	25%	32%	28%	20%	21%
Services to low-income people	36%	40%	33%	NA	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Similar
Services to youth	Much below
Services to low income people	Much below

CIVIC ENGAGEMENT

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

The rating for opportunities to participate in community matters was below the benchmark while the rating for opportunities to volunteer was similar to the benchmark. The rating for opportunities to participate in community matters had varied when compared to past survey years, while the rating for opportunities to volunteer had remained stable.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to volunteer	71%	74%	76%	NA	NA	NA	NA	NA	NA	NA
Opportunities to participate in community matters	51%	60%	61%	52%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended or watched a public meeting, or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had attended or watched a meeting of local elected officials or other local public meeting or who had volunteered showed similar rates of involvement; while those who had participated in a club or civic group in Palm Coast or provide help to friend or neighbor showed higher rates of community engagement.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Attended a meeting of local elected officials or other local public meeting	31%	NA	32%	35%	32%	34%	39%	33%	37%	41%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	40%	NA	47%	50%	51%	44%	44%	44%	44%	50%
Volunteered your time to some group or activity in Palm Coast	46%	55%	NA	NA	NA	NA	NA	NA	NA	NA
Participated in a club or civic group in Palm Coast	41%	49%	45%	43%	NA	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	97%	96%	97%	NA	NA	NA	NA	NA	90%	89%

Percent participating at least once in the last 12 months

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

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[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

City of Palm Coast residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-two reported they were registered to vote and 81% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR BY YEAR[2]

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Registered to vote	92%	90%	93%	84%	87%	87%	89%	89%	87%	86%
Voted in the last general election	81%	82%	90%	70%	76%	76%	84%	70%	78%	79%
Percent "yes"										

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

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

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[2] 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. When asked whether they had visited the City of Palm Coast Web site in the previous 12 months, 64% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. The rating for public information services had increased over time.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Read Palm Coast Newsletter	87%	NA	92%	92%	95%	95%	96%	NA	96%	88%
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	64%	NA	64%	60%	45%	35%	34%	26%	26%	21%

Percent using at least once in last 12 months

FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Palm Coast Newsletter	Much more
Visited the City of Palm Coast Web site	More

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Cable television	57%	62%	NA	NA	NA	NA	NA	NA	NA	NA
Public information services	64%	55%	53%	46%	47%	39%	NA	NA	NA	36%

Percent "excellent" or "good"

FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 53% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to participate in social events and activities	53%	55%	56%	NA	NA	NA	NA	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	74%	77%	81%	NA	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below
Opportunities to participate in religious or spiritual events and activities	Similar

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

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
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)?	54%	59%	59%	55%	NA	NA	NA	NA	NA	NA

Percent "at least several times per week"

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	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, 45% rated it as "excellent" or "good." Of these four ratings, two were similar to the benchmark and two were below the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
The value of services for the taxes paid to Palm Coast*	54%	53%	56%	49%	48%	52%	59%	58%	58%	52%
The overall direction that Palm Coast is taking*	50%	58%	55%	53%	50%	44%	47%	54%	50%	44%
The job Palm Coast government does at welcoming citizen involvement*	45%	48%	47%	42%	50%	46%	49%	61%	56%	56%
Overall image or reputation of Palm Coast	71%	77%	NA	70%	NA	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

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

FIGURE 80: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Palm Coast	Similar
The overall direction that Palm Coast is taking	Below
Job Palm Coast government does at welcoming citizen involvement	Below
Overall image or reputation of Palm Coast	Similar

On average, residents of the City of Palm Coast gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Palm Coast was rated as "excellent" or "good" by 71% of survey participants. The City of Palm Coast's rating was similar to the benchmark when compared to other communities. Ratings of overall City services have shown an increase over time.

FIGURE 81: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF PALM COAST BY YEAR

Percent "excellent" or "good"
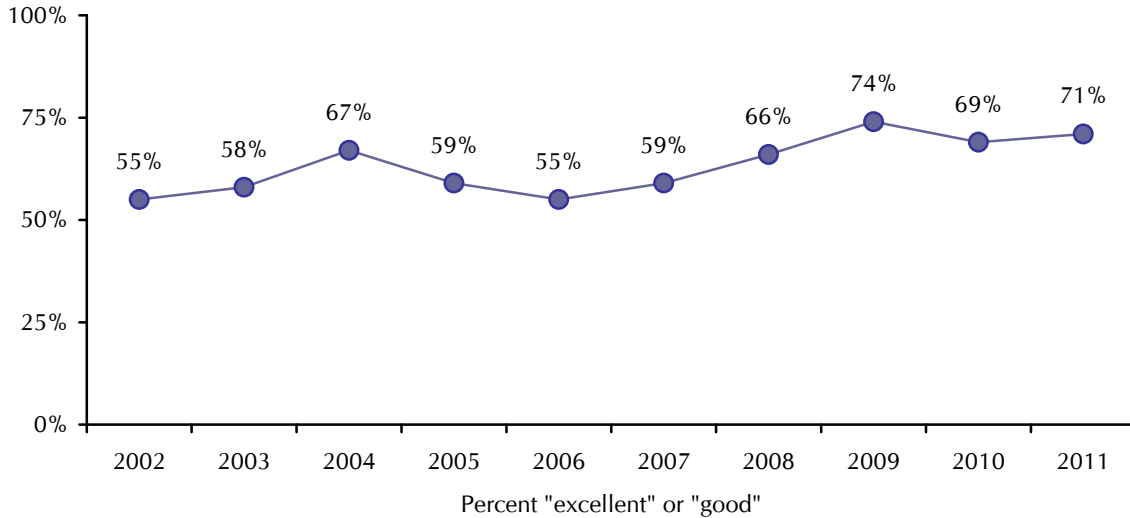
FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services provided by City of Palm Coast	71%	69%	74%	66%	59%	55%	59%	67%	58%	55%
Services provided by the Federal Government	35%	37%	42%	34%	38%	38%	43%	43%	41%	44%
Services provided by the State Government	33%	41%	42%	37%	41%	40%	43%	43%	40%	44%
Services provided by Flagler County Government	52%	57%	55%	47%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 83: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Palm Coast	Similar
Services provided by the Federal Government	Below
Services provided by the State Government	Below
Services provided by Flagler County Government	Similar

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, over the phone or via email in the last 12 months; the 52% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 77% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were mostly similar to the benchmark.

FIGURE 84: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

Percent "yes"
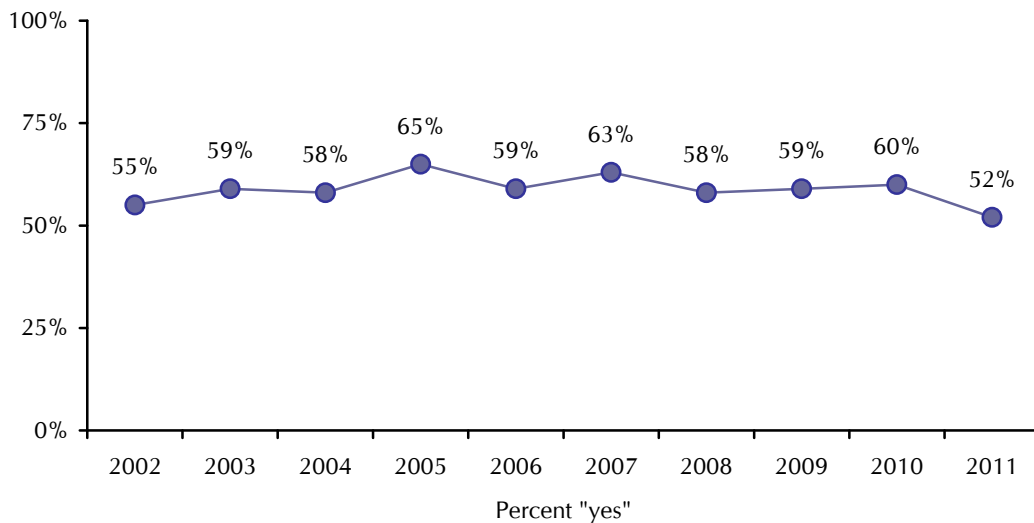
FIGURE 85: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 86: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Knowledge	76%	84%	75%	68%	69%	69%	68%	71%	68%	68%
Responsiveness	73%	78%	77%	68%	65%	67%	63%	68%	65%	64%
Courtesy	78%	85%	79%	75%	70%	79%	76%	81%	73%	76%
Overall impression	77%	79%	74%	70%	66%	68%	65%	71%	66%	65%

Percent "excellent" or "good"

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Below
Responsiveness	Similar
Courteousness	Similar
Overall impression	Similar

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:

- Police services
- City parks
- Traffic signal timing

CITY OF PALM COAST ACTION CHART™

The 2011 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-six services were included in the KDA for the City of Palm Coast. Of these, six were above the benchmark, five were below the benchmark and 15 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, traffic signal timing was below the benchmark and police services and city parks were 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 88: CITY OF PALM COAST ACTION CHART™

Overall Quality of City of Palm Coast Services

Community Design

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

Public Safety

Emergency preparedness	Police services
EMS	Fire services
Traffic enforcement	

Environmental Sustainability

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

Recreation and Wellness

| City parks | Health services |
| Library | Recreation facilities |

Civic Engagement

| Cable television | Public information |

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

Key Driver   Rating increase   Rating decrease

Using Your Action Chart™

The key drivers derived for the City of 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 89: 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	✓		
° Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
Health services			✓
° Public library			
Public information services		✓	
° 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

Custom Questions

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

Question 18a: Custom 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	20%	43%	33%	5%	100%
Street improvements	12%	42%	35%	10%	100%
Sidewalk and trail improvements	18%	30%	40%	12%	100%
Expansion of parks	12%	25%	43%	20%	100%
Expansion of recreation services	13%	28%	44%	15%	100%
Economic development	57%	29%	11%	4%	100%
Commercial/retail development	37%	37%	20%	6%	100%
Construction of additional community center	11%	18%	33%	37%	100%
Construction of additional fire stations	9%	23%	41%	26%	100%

Question 18b: Custom Question 2					
The City may need to increase property taxes to help pay for the issues listed in the previous question. About how much additional property tax, if any, would you be willing to pay per year to support these issues?	More than $40 per year	Between $20 and $40 per year	Between $1 and $20 per year	$0 per year	Total
Stormwater improvements	3%	12%	48%	36%	100%
Street improvements	2%	13%	47%	39%	100%
Sidewalk and trail improvements	3%	13%	39%	44%	100%
Expansion of parks	3%	9%	35%	53%	100%
Expansion of recreation services	3%	10%	36%	50%	100%
Economic development	6%	21%	38%	35%	100%
Commercial/retail development	3%	15%	36%	47%	100%
Construction of additional community center	2%	7%	30%	61%	100%
Construction of additional fire stations	3%	14%	37%	46%	100%

Question 18c: Custom 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	27%	37%	6%	14%	16%	100%
City newsletter (Palm Coaster)	4%	22%	36%	20%	18%	100%
Radio	15%	13%	5%	21%	47%	100%
Television News Programs	24%	11%	6%	28%	31%	100%
City Television (PCMA TV 199)	3%	5%	5%	16%	72%	100%
City Web site (www.palmcoastgov.com)	3%	7%	15%	29%	45%	100%
City Facebook page	2%	4%	3%	7%	84%	100%
Internet blog	3%	2%	3%	9%	83%	100%
Attend/watch City Council meeting	0%	1%	3%	24%	71%	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	22%	55%	20%	3%	100%
Your neighborhood as a place to live	25%	53%	20%	2%	100%
Palm Coast as a place to raise children	17%	46%	30%	7%	100%
Palm Coast as a place to work	3%	11%	25%	61%	100%
Palm Coast as a place to retire	30%	45%	21%	4%	100%
The overall quality of life in Palm Coast	14%	54%	29%	3%	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	8%	48%	32%	12%	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	52%	28%	6%	100%
Overall appearance of Palm Coast	28%	55%	15%	2%	100%
Cleanliness of Palm Coast	33%	50%	16%	1%	100%
Overall quality of new development in Palm Coast	13%	44%	28%	16%	100%
Variety of housing options	13%	46%	34%	7%	100%
Overall quality of business and service establishments in Palm Coast	8%	40%	32%	20%	100%
Shopping opportunities	6%	37%	39%	18%	100%
Opportunities to attend cultural activities	7%	33%	43%	17%	100%
Recreational opportunities	12%	40%	35%	12%	100%
Employment opportunities	1%	5%	23%	71%	100%
Educational opportunities	5%	36%	44%	15%	100%
Opportunities to participate in social events and activities	8%	45%	36%	11%	100%
Opportunities to participate in religious or spiritual events and activities	20%	54%	23%	3%	100%
Opportunities to volunteer	20%	51%	24%	6%	100%
Opportunities to participate in community matters	12%	39%	41%	8%	100%
Ease of car travel in Palm Coast	14%	43%	30%	13%	100%
Ease of bicycle travel in Palm Coast	22%	43%	23%	12%	100%
Ease of walking in Palm Coast	20%	38%	26%	16%	100%
Availability of paths and walking trails	32%	37%	21%	9%	100%
Traffic flow on major streets	8%	42%	36%	14%	100%
Amount of public parking	11%	50%	28%	11%	100%
Availability of affordable quality housing	14%	44%	33%	9%	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	8%	22%	47%	23%	100%
Availability of affordable quality health care	9%	36%	38%	17%	100%
Availability of affordable quality food	10%	44%	35%	10%	100%
Availability of preventive health services	6%	47%	37%	10%	100%
Air quality	21%	58%	19%	2%	100%
Quality of overall natural environment in Palm Coast	22%	60%	15%	3%	100%
Overall image or reputation of Palm Coast	18%	53%	24%	6%	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	4%	14%	42%	28%	12%	100%
Retail growth (stores, restaurants, etc.)	11%	35%	45%	6%	3%	100%
Jobs growth	67%	29%	3%	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	25%
Minor problem	39%
Moderate problem	27%
Major problem	9%
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%	47%	18%	9%	2%	100%
Property crimes (e.g., burglary, theft)	11%	41%	18%	24%	6%	100%
Environmental hazards, including toxic waste	41%	37%	17%	4%	0%	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	52%	38%	5%	4%	1%	100%
In your neighborhood after dark	22%	46%	15%	13%	4%	100%
In Palm Coast's downtown area during the day	43%	45%	9%	3%	0%	100%
In Palm Coast's downtown area after dark	13%	45%	24%	14%	4%	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	88%
Yes	12%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	19%
Yes	81%
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	24%	30%	27%	10%	9%	100%
Used Palm Coast recreation centers	46%	21%	19%	8%	5%	100%
Participated in a recreation program or activity	53%	26%	12%	5%	5%	100%
Visited a neighborhood park or City park	17%	27%	32%	16%	9%	100%
Attended a meeting of local elected officials or other local public meeting	69%	21%	8%	1%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	60%	25%	12%	2%	2%	100%
Read Palm Coast Newsletter	13%	15%	47%	15%	10%	100%
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	36%	21%	28%	11%	4%	100%
Recycled used paper, cans or bottles from your home	13%	5%	7%	7%	68%	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
Volunteered your time to some group or activity in Palm Coast	54%	17%	14%	5%	10%	100%
Participated in religious or spiritual activities in Palm Coast	40%	18%	13%	7%	22%	100%
Participated in a club or civic group in Palm Coast	59%	14%	10%	6%	10%	100%
Provided help to a friend or neighbor	3%	19%	38%	21%	19%	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	24%
Several times a week	29%
Several times a month	22%
Less than several times a month	24%
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	30%	50%	15%	5%	100%
Fire services	45%	47%	6%	1%	100%
Ambulance or emergency medical services	38%	50%	11%	1%	100%
Crime prevention	16%	46%	27%	11%	100%
Fire prevention and education	24%	51%	22%	4%	100%
Traffic enforcement	18%	45%	31%	7%	100%
Street repair	21%	47%	27%	5%	100%
Street cleaning	22%	48%	20%	10%	100%
Street lighting	10%	28%	29%	33%	100%
Sidewalk maintenance	14%	51%	26%	9%	100%
Traffic signal timing	8%	35%	36%	20%	100%
Garbage collection	39%	51%	7%	3%	100%
Recycling	37%	46%	13%	4%	100%
Yard waste pick-up	34%	53%	10%	3%	100%
Storm drainage	13%	44%	28%	15%	100%
Drinking water	19%	46%	20%	15%	100%
Sewer services	22%	55%	20%	4%	100%
City parks	26%	56%	16%	2%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Palm Coast:	Excellent	Good	Fair	Poor	Total
Recreation programs or classes	16%	50%	28%	6%	100%
Recreation centers or facilities	16%	49%	30%	5%	100%
Land use, planning and zoning	9%	33%	36%	22%	100%
Code enforcement (weeds, abandoned buildings, etc.)	9%	38%	33%	20%	100%
Animal control	9%	48%	26%	17%	100%
Economic development	4%	26%	38%	31%	100%
Health services	12%	43%	36%	9%	100%
Services to seniors	17%	43%	33%	8%	100%
Services to youth	7%	29%	36%	28%	100%
Services to low-income people	6%	30%	34%	30%	100%
Public library services	31%	49%	18%	1%	100%
Public information services	15%	49%	30%	6%	100%
Public schools	18%	47%	26%	9%	100%
Cable television	16%	41%	31%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	51%	24%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	16%	51%	27%	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	13%	58%	25%	4%	100%
The Federal Government	3%	32%	36%	29%	100%
The State Government	2%	30%	44%	24%	100%
Flagler County Government	7%	44%	37%	11%	100%

Question 13: Contact with City Employees	
Have you had any in-person, phone or email 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	48%
Yes	52%
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	28%	48%	18%	7%	100%
Responsiveness	34%	38%	17%	11%	100%
Courtesy	42%	36%	17%	5%	100%
Overall impression	31%	46%	15%	8%	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	11%	43%	30%	16%	100%
The overall direction that Palm Coast is taking	5%	44%	31%	19%	100%
The job Palm Coast government does at welcoming citizen involvement	5%	40%	34%	21%	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	34%	44%	13%	9%	100%
Remain in Palm Coast for the next five years	51%	32%	8%	10%	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	10%
Neutral	35%
Somewhat negative	36%
Very negative	16%
Total	100%

Question 18a: Custom 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	20%	43%	33%	5%	100%
Street improvements	12%	42%	35%	10%	100%
Sidewalk and trail improvements	18%	30%	40%	12%	100%
Expansion of parks	12%	25%	43%	20%	100%
Expansion of recreation services	13%	28%	44%	15%	100%
Economic development	57%	29%	11%	4%	100%
Commercial/retail development	37%	37%	20%	6%	100%
Construction of additional community center	11%	18%	33%	37%	100%
Construction of additional fire stations	9%	23%	41%	26%	100%

Question 18b: Custom Question 2					
The City may need to increase property taxes to help pay for the issues listed in the previous question. About how much additional property tax, if any, would you be willing to pay per year to support these issues?	More than $40 per year	Between $20 and $40 per year	Between $1 and $20 per year	$0 per year	Total
Stormwater improvements	3%	12%	48%	36%	100%
Street improvements	2%	13%	47%	39%	100%
Sidewalk and trail improvements	3%	13%	39%	44%	100%
Expansion of parks	3%	9%	35%	53%	100%
Expansion of recreation services	3%	10%	36%	50%	100%
Economic development	6%	21%	38%	35%	100%
Commercial/retail development	3%	15%	36%	47%	100%
Construction of additional community center	2%	7%	30%	61%	100%
Construction of additional fire stations	3%	14%	37%	46%	100%

Question 18c: Custom 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	27%	37%	6%	14%	16%	100%
City newsletter (Palm Coaster)	4%	22%	36%	20%	18%	100%
Radio	15%	13%	5%	21%	47%	100%
Television News Programs	24%	11%	6%	28%	31%	100%
City Television (PCMA TV 199)	3%	5%	5%	16%	72%	100%
City Web site (www.palmcoastgov.com)	3%	7%	15%	29%	45%	100%
City Facebook page	2%	4%	3%	7%	84%	100%
Internet blog	3%	2%	3%	9%	83%	100%
Attend/watch City Council meeting	0%	1%	3%	24%	71%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	52%
Yes, full-time	39%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	80%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	4%
Other	3%

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	30%
11 to 20 years	23%
More than 20 years	11%
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	91%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	6%
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	22%
Owned by you or someone in this house with a mortgage or free and clear	78%
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	12%
$600 to $999 per month	35%
$1,000 to $1,499 per month	28%
$1,500 to $2,499 per month	15%
$2,500 or more per month	4%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	69%
Yes	31%
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	60%
Yes	40%
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	20%
$25,000 to $49,999	33%
$50,000 to $99,999	37%
$100,000 to $149,000	6%
$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	89%
Yes, I consider myself to be Spanish, Hispanic or Latino	11%
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	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	7%
White	85%
Other	8%

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	3%
25 to 34 years	15%
35 to 44 years	15%
45 to 54 years	17%
55 to 64 years	17%
65 to 74 years	18%
75 years or older	14%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	8%
Yes	90%
Ineligible to vote	2%
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	78%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	29%
Yes	71%
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	15%
Land line	63%
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	22%	98	55%	242	19%	85	3%	11	0%	1	100%	437
Your neighborhood as a place to live	25%	109	53%	227	20%	87	2%	8	0%	2	100%	432
Palm Coast as a place to raise children	14%	58	38%	160	24%	103	6%	26	19%	79	100%	425
Palm Coast as a place to work	3%	12	9%	39	20%	84	49%	207	19%	81	100%	422
Palm Coast as a place to retire	27%	113	40%	172	18%	78	4%	16	11%	46	100%	427
The overall quality of life in Palm Coast	13%	58	53%	232	29%	127	3%	14	1%	2	100%	433

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	8%	34	46%	195	31%	129	12%	50	3%	13	100%	422
Openness and acceptance of the community towards people of diverse backgrounds	13%	56	49%	209	27%	115	6%	25	5%	23	100%	429
Overall appearance of Palm Coast	28%	118	55%	235	15%	65	2%	7	1%	3	100%	429
Cleanliness of Palm Coast	33%	140	49%	210	16%	67	1%	6	1%	3	100%	425
Overall quality of new development in Palm Coast	12%	50	40%	173	25%	109	15%	65	7%	31	100%	429
Variety of housing options	12%	50	43%	182	32%	134	7%	30	6%	27	100%	423
Overall quality of business and service establishments in Palm Coast	8%	35	39%	169	32%	138	20%	85	2%	9	100%	435
Shopping opportunities	6%	24	37%	159	39%	166	18%	79	0%	2	100%	430
Opportunities to attend cultural activities	6%	26	31%	132	40%	171	16%	69	7%	29	100%	427
Recreational opportunities	11%	48	38%	165	34%	145	12%	51	5%	21	100%	429
Employment opportunities	1%	3	4%	17	20%	85	61%	261	15%	64	100%	430
Educational opportunities	4%	19	32%	133	39%	164	13%	55	12%	51	100%	423

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	7%	32	42%	178	33%	141	11%	45	8%	33	100%	429
Opportunities to participate in religious or spiritual events and activities	17%	74	47%	200	20%	86	3%	11	13%	56	100%	428
Opportunities to volunteer	17%	74	43%	184	20%	86	5%	21	16%	67	100%	432
Opportunities to participate in community matters	10%	43	33%	141	35%	149	7%	30	14%	59	100%	422
Ease of car travel in Palm Coast	14%	61	43%	184	29%	127	13%	54	1%	6	100%	431
Ease of bicycle travel in Palm Coast	19%	81	38%	159	20%	86	11%	45	13%	53	100%	424
Ease of walking in Palm Coast	19%	80	36%	156	25%	107	15%	66	5%	22	100%	431
Availability of paths and walking trails	31%	135	36%	154	20%	88	9%	38	4%	16	100%	431
Traffic flow on major streets	8%	33	42%	178	36%	155	14%	60	0%	1	100%	428
Amount of public parking	11%	45	47%	201	27%	114	11%	45	5%	21	100%	427
Availability of affordable quality housing	12%	52	39%	166	29%	123	8%	35	12%	52	100%	427
Availability of affordable quality child care	3%	14	10%	42	21%	88	10%	44	56%	236	100%	424
Availability of affordable quality health care	8%	33	32%	135	33%	140	15%	63	13%	57	100%	427
Availability of affordable quality food	10%	44	43%	188	34%	149	10%	43	2%	10	100%	434
Availability of preventive health services	5%	22	40%	172	31%	134	8%	36	16%	67	100%	431
Air quality	20%	86	55%	236	18%	78	2%	7	6%	24	100%	432
Quality of overall natural environment in Palm Coast	22%	94	59%	256	15%	65	3%	12	1%	6	100%	433
Overall image or reputation of Palm Coast	17%	75	52%	224	23%	100	6%	24	2%	9	100%	432

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	3%	14	12%	53	36%	156	24%	105	10%	44	14%	63	100%	435
Retail growth (stores, restaurants, etc.)	11%	46	33%	145	42%	183	5%	24	2%	11	5%	23	100%	432
Jobs growth	55%	240	24%	105	2%	9	0%	2	1%	3	17%	73	100%	432

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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	24%	100
Minor problem	38%	159
Moderate problem	26%	108
Major problem	9%	36
Don't know	5%	20
Total	100%	423

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%	99	45%	197	17%	76	8%	36	2%	9	4%	17	100%	434
Property crimes (e.g., burglary, theft)	11%	48	39%	169	17%	74	23%	101	6%	24	4%	16	100%	431
Environmental hazards, including toxic waste	36%	152	32%	135	15%	65	4%	16	0%	1	13%	57	100%	426

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	52%	224	38%	163	5%	22	4%	16	1%	2	1%	2	100%	430
In your neighborhood after dark	22%	95	45%	195	15%	63	13%	56	4%	18	1%	4	100%	431
In Palm Coast's downtown area during the day	39%	167	41%	177	8%	35	3%	11	0%	2	9%	37	100%	429
In Palm Coast's downtown area after dark	11%	48	38%	165	20%	86	12%	50	3%	15	15%	66	100%	430

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	87%	363
Yes	12%	52
Don't know	1%	3
Total	100%	418

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	19%	9
Yes	80%	40
Don't know	2%	1
Total	100%	50

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	24%	102	30%	131	27%	119	10%	41	9%	38	100%	431
Used Palm Coast recreation centers	46%	199	21%	89	19%	83	8%	35	5%	22	100%	429
Participated in a recreation program or activity	53%	222	26%	110	12%	48	5%	19	5%	19	100%	419
Visited a neighborhood park or City park	17%	73	27%	115	32%	135	16%	66	9%	38	100%	427
Attended a meeting of local elected officials or other local public meeting	69%	295	21%	89	8%	35	1%	2	1%	3	100%	425
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	60%	253	25%	104	12%	50	2%	9	2%	7	100%	422
Read Palm Coast Newsletter	13%	54	15%	62	47%	195	15%	63	10%	43	100%	417
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	36%	151	21%	88	28%	118	11%	45	4%	18	100%	420

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	
Recycled used paper, cans or bottles from your home	13%	52	5%	21	7%	28	7%	31	68%	284	100%	417
Volunteered your time to some group or activity in Palm Coast	54%	230	17%	73	14%	58	5%	23	10%	44	100%	428
Participated in religious or spiritual activities in Palm Coast	40%	168	18%	78	13%	54	7%	31	22%	93	100%	425
Participated in a club or civic group in Palm Coast	59%	253	14%	61	10%	45	6%	27	10%	43	100%	428
Provided help to a friend or neighbor	3%	12	19%	84	38%	161	21%	90	19%	83	100%	430

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	24%	105
Several times a week	29%	125
Several times a month	22%	94
Less than several times a month	24%	105
Total	100%	429

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%	116	46%	196	13%	58	5%	20	9%	38	100%	428
Fire services	38%	163	40%	168	5%	23	1%	5	16%	67	100%	426
Ambulance or emergency medical services	29%	125	38%	163	8%	35	1%	4	24%	100	100%	427
Crime prevention	12%	52	36%	154	22%	91	9%	36	21%	90	100%	423
Fire prevention and education	18%	74	38%	156	16%	66	3%	11	25%	105	100%	412
Traffic enforcement	16%	67	41%	172	28%	117	6%	26	9%	37	100%	421
Street repair	20%	83	45%	191	26%	110	4%	19	5%	19	100%	422
Street cleaning	20%	84	44%	186	18%	75	9%	39	9%	36	100%	419
Street lighting	9%	40	27%	113	28%	119	32%	136	3%	13	100%	420
Sidewalk maintenance	13%	53	45%	187	23%	96	8%	33	12%	50	100%	418
Traffic signal timing	8%	33	34%	144	35%	148	19%	82	3%	14	100%	421
Garbage collection	38%	162	50%	213	7%	28	3%	14	2%	7	100%	423
Recycling	35%	151	44%	186	12%	52	3%	15	5%	21	100%	425
Yard waste pick-up	31%	131	47%	201	9%	39	2%	11	10%	44	100%	426
Storm drainage	13%	53	41%	171	26%	108	14%	59	6%	25	100%	417
Drinking water	19%	80	45%	190	19%	81	15%	62	3%	11	100%	423
Sewer services	19%	81	49%	206	18%	76	3%	14	10%	40	100%	419
City parks	24%	98	50%	207	14%	60	2%	7	11%	45	100%	418
Recreation programs or classes	10%	43	32%	136	18%	76	4%	16	36%	149	100%	420
Recreation centers or facilities	11%	47	34%	142	21%	87	4%	16	29%	121	100%	413
Land use, planning and zoning	6%	26	24%	98	26%	107	16%	66	27%	112	100%	408
Code enforcement (weeds, abandoned buildings, etc.)	8%	33	34%	137	29%	117	17%	71	12%	50	100%	409
Animal control	8%	32	39%	166	21%	89	14%	57	18%	76	100%	420
Economic development	4%	15	21%	90	31%	129	26%	107	19%	78	100%	418
Health services	10%	41	37%	152	31%	128	8%	31	15%	63	100%	415
Services to seniors	10%	43	26%	109	20%	84	5%	22	39%	162	100%	420

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	
Services to youth	4%	16	17%	72	21%	87	17%	69	41%	171	100%	415
Services to low-income people	3%	13	15%	62	17%	72	15%	63	49%	206	100%	417
Public library services	28%	114	44%	179	16%	67	1%	5	11%	46	100%	411
Public information services	13%	52	40%	164	25%	103	5%	19	18%	76	100%	414
Public schools	12%	50	32%	131	18%	74	6%	25	32%	134	100%	414
Cable television	13%	56	34%	143	26%	108	11%	45	16%	65	100%	417
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	59	40%	163	19%	79	5%	22	21%	86	100%	409
Preservation of natural areas such as open space, farmlands and greenbelts	12%	51	40%	163	21%	86	5%	22	21%	88	100%	410

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	12%	52	56%	237	24%	100	4%	17	4%	18	100%	425
The Federal Government	2%	10	25%	104	28%	118	22%	94	23%	99	100%	424
The State Government	2%	8	24%	100	34%	146	19%	79	21%	91	100%	424
Flagler County Government	6%	26	37%	157	31%	132	9%	39	17%	70	100%	425

Question 13: Contact with City Employees		
Have you had any in-person, phone or email 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	48%	196
Yes	52%	216
Total	100%	412

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	28%	59	48%	102	18%	37	6%	14	0%	0	100%	212
Responsiveness	34%	73	38%	81	17%	35	11%	22	0%	0	100%	212
Courtesy	42%	89	36%	77	17%	36	5%	10	0%	0	100%	212
Overall impression	31%	65	46%	97	15%	32	8%	18	0%	1	100%	212

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	10%	44	38%	165	27%	116	14%	60	11%	49	100%	433
The overall direction that Palm Coast is taking	5%	21	40%	172	28%	120	17%	74	11%	46	100%	433
The job Palm Coast government does at welcoming citizen involvement	4%	15	29%	125	25%	107	15%	66	27%	118	100%	431

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	33%	143	43%	188	13%	57	9%	37	2%	10	100%	435
Remain in Palm Coast for the next five years	47%	205	29%	127	7%	30	9%	38	8%	33	100%	432

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%	11
Somewhat positive	10%	42
Neutral	35%	151
Somewhat negative	36%	157
Very negative	16%	68
Total	100%	430

Question 18a: Custom 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	18%	79	39%	170	30%	131	4%	18	8%	34	100%	432
Street improvements	11%	48	40%	173	34%	145	10%	43	4%	19	100%	429
Sidewalk and trail improvements	17%	72	28%	121	38%	161	11%	49	5%	23	100%	426
Expansion of parks	11%	48	24%	100	40%	172	19%	80	6%	25	100%	425
Expansion of recreation services	12%	51	26%	112	41%	174	14%	61	6%	27	100%	426
Economic development	53%	228	27%	116	11%	45	3%	14	6%	24	100%	428
Commercial/retail development	35%	150	36%	153	19%	83	5%	24	4%	19	100%	428
Construction of additional community center	10%	42	16%	69	30%	127	33%	141	11%	48	100%	427
Construction of additional fire stations	8%	35	20%	85	36%	153	23%	97	13%	58	100%	427

Question 18b: Custom Question 2										
The City may need to increase property taxes to help pay for the issues listed in the previous question. About how much additional property tax, if any, would you be willing to pay per year to support these issues?	More than $40 per year		Between $20 and $40 per year		Between $1 and $20 per year		$0 per year		Total	
Stormwater improvements	3%	14	12%	52	48%	204	36%	154	100%	424
Street improvements	2%	6	13%	53	47%	198	39%	164	100%	422
Sidewalk and trail improvements	3%	14	13%	54	39%	167	44%	187	100%	423
Expansion of parks	3%	12	9%	38	35%	148	53%	225	100%	424
Expansion of recreation services	3%	11	10%	43	36%	152	50%	211	100%	418
Economic development	6%	25	21%	86	38%	160	35%	148	100%	420
Commercial/retail development	3%	13	15%	62	36%	150	47%	198	100%	423
Construction of additional community center	2%	8	7%	30	30%	126	61%	259	100%	422
Construction of additional fire stations	3%	14	14%	59	37%	155	46%	194	100%	422

Question 18c: Custom 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	27%	118	37%	159	6%	25	14%	62	16%	70	100%	434
City newsletter (Palm Coaster)	4%	16	22%	95	36%	155	20%	88	18%	77	100%	430
Radio	15%	62	13%	56	5%	19	21%	87	47%	198	100%	422
Television News Programs	24%	102	11%	48	6%	25	28%	120	31%	130	100%	425
City Television (PCMA TV 199)	3%	11	5%	20	5%	22	16%	67	72%	299	100%	417
City Web site (www.palmcoastgov.com)	3%	14	7%	30	15%	63	29%	124	45%	189	100%	420
City Facebook page	2%	10	4%	16	3%	12	7%	30	84%	355	100%	422
Internet blog	3%	11	2%	10	3%	15	9%	36	83%	351	100%	424
Attend/watch City Council meeting	0%	1	1%	6	3%	12	24%	104	71%	302	100%	425

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Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	52%	219
Yes, full-time	39%	163
Yes, part-time	9%	40
Total	100%	422

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	80%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	4%
Other	3%

Question D3: Length of Residency		
How many years have you lived in Palm Coast?	Percent of respondents	Count
Less than 2 years	10%	43
2 to 5 years	27%	114
6 to 10 years	30%	128
11 to 20 years	23%	97
More than 20 years	11%	48
Total	100%	430

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	91%	388
House attached to one or more houses (e.g., a duplex or townhome)	3%	14
Building with two or more apartments or condominiums	6%	25
Mobile home	0%	0
Other	0%	1
Total	100%	428

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	22%	94
Owned by you or someone in this house with a mortgage or free and clear	78%	331
Total	100%	425

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%	25
$300 to $599 per month	12%	50
$600 to $999 per month	35%	145
$1,000 to $1,499 per month	28%	114
$1,500 to $2,499 per month	15%	62
$2,500 or more per month	4%	16
Total	100%	412

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	69%	296
Yes	31%	133
Total	100%	429

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	60%	259
Yes	40%	172
Total	100%	431

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	20%	81
$25,000 to $49,999	33%	132
$50,000 to $99,999	37%	147
$100,000 to $149,000	6%	25
$150,000 or more	4%	15
Total	100%	400

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	89%	376
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	48
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	2%	8
Asian, Asian Indian or Pacific Islander	2%	8
Black or African American	7%	32
White	85%	365
Other	8%	33
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	3%	13
25 to 34 years	15%	62
35 to 44 years	15%	63
45 to 54 years	17%	75
55 to 64 years	17%	75
65 to 74 years	18%	79
75 years or older	14%	62
Total	100%	429

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	228
Male	47%	200
Total	100%	428

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	8%	34
Yes	89%	377
Ineligible to vote	2%	10
Don't know	0%	2
Total	100%	422

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%	76
Yes	77%	331
Ineligible to vote	4%	16
Don't know	1%	5
Total	100%	428

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	36
Yes	92%	394
Total	100%	431

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	29%	126
Yes	71%	304
Total	100%	429

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	15%	41
Land line	63%	174
Both	22%	60
Total	100%	275

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 90: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Palm Coast, FL 2011

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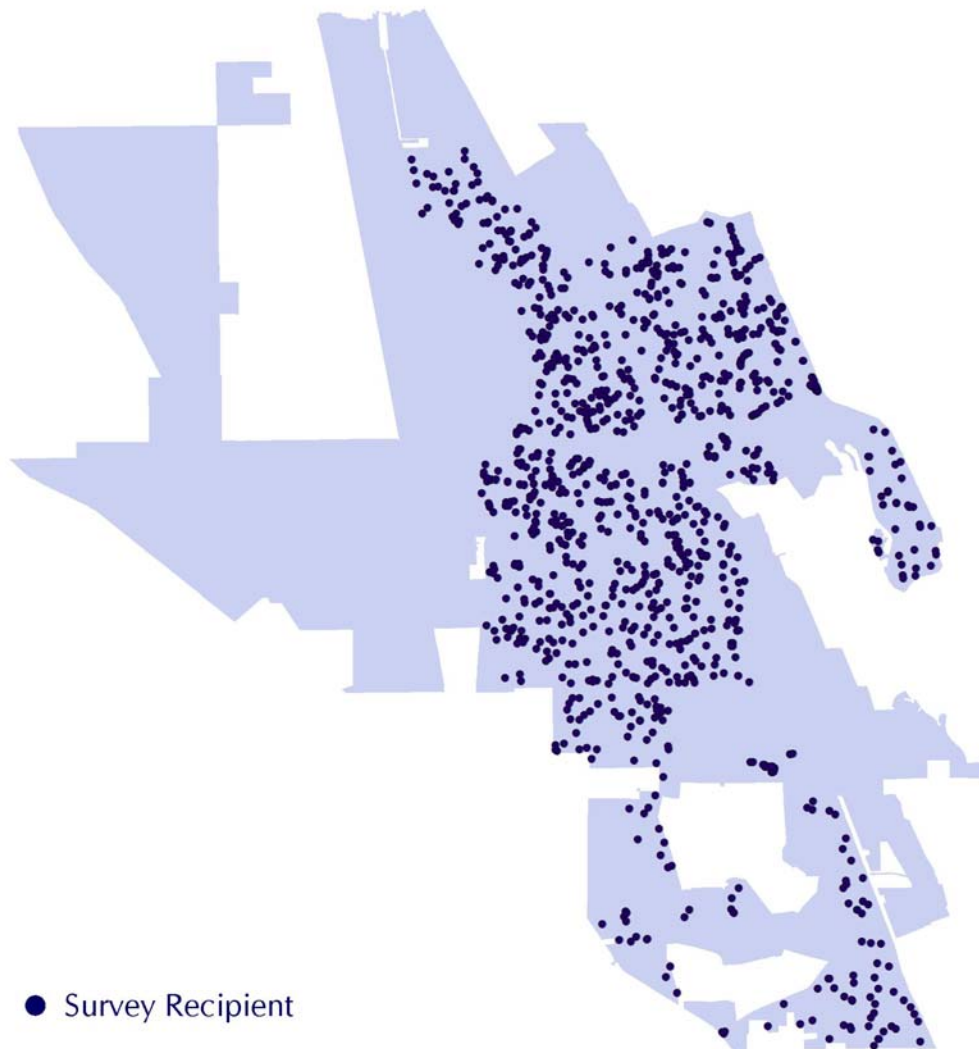
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship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

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[3] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Palm Coast has an overall "cord cutter" population similar to the nationwide 2010 estimates.

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PALM COAST

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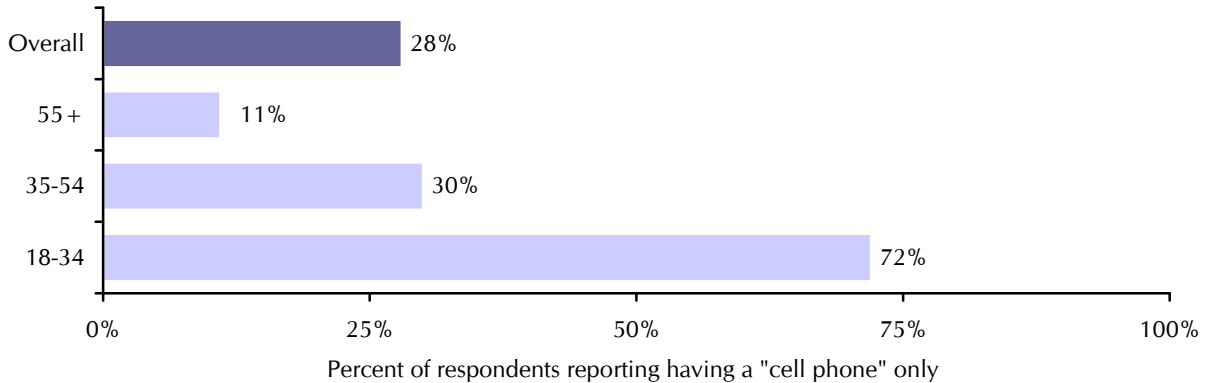
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning May 16, 2011. 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 (449 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.

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

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 2005-2009 American Community Survey 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, housing unit type and sex and age. This decision was based on:

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

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

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

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

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

Palm Coast, FL Citizen Survey Weighting Table			
Characteristic	Population Norm[4]	Unweighted Data	Weighted Data
Housing			
Rent home	22%	17%	22%
Own home	78%	83%	78%
Detached unit	91%	87%	91%
Attached unit	9%	13%	9%
Race and Ethnicity			
White	85%	83%	83%
Not white	15%	17%	17%
Not Hispanic	92%	88%	89%
Hispanic	8%	12%	11%
White alone, not Hispanic	79%	75%	77%
Hispanic and/or other race	21%	25%	23%
Sex and Age			
Female	52%	52%	53%
Male	48%	48%	47%
18-34 years of age	21%	7%	18%
35-54 years of age	32%	22%	32%
55+ years of age	48%	71%	50%
Females 18-34	10%	5%	10%
Females 35-54	16%	13%	17%
Females 55+	25%	33%	26%
Males 18-34	10%	2%	8%
Males 35-54	15%	9%	15%
Males 55+	22%	38%	24%

[4] Source: 2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

"Don't Know" Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of Palm Coast to the Benchmark Database

The City of Palm Coast chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of 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,

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
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
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
Permit NO. 94

OFFICE OF THE MAYOR

May 2011

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 2011 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) 986-3725.

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

Sincerely,

Jon Netts
Mayor

May 2011

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.**

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) 986-3725.

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 2011 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:**

	Excellent	Good	Fair	Poor	Don't know
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:**

	Excellent	Good	Fair	Poor	Don't know
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 preventive 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:**

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

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in 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 12 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
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read Palm Coast Newsletter	1	2	3	4	5
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	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

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance 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 library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, 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?

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

13. Have you had any in-person, phone or email 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.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
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:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
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:

	Extremely important	Very important	Somewhat important	Not at all important	Don't know
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 may need to increase property taxes to help pay for the issues listed in the previous question. About how much additional property tax, if any, would you be willing to pay per year to support these issues?

	More than $40 per year	Between $20 and $40 per year	Between $1 and $20 per year	$0 per year
Stormwater improvements	1	2	3	4
Street improvements	1	2	3	4
Sidewalk and trail improvements	1	2	3	4
Expansion of parks	1	2	3	4
Expansion of recreation services	1	2	3	4
Economic development	1	2	3	4
Commercial/retail development	1	2	3	4
Construction of additional community center	1	2	3	4
Construction of additional fire stations	1	2	3	4

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

	Daily	Weekly	Monthly	Occasionally	Never
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 (www.palmcoastgov.com)	1	2	3	4	5
City Facebook page	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 2011 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 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
- ○ 2-5 years
- ○ 6-10 years
- ○ 11-20 years
- ○ More than 20 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
- ○ 25-34 years
- ○ 35-44 years
- ○ 45-54 years
- ○ 55-64 years
- ○ 65-74 years
- ○ 75 years or older

D13. What is your sex?
- ○ Female
- ○ Male

D14. Are you registered to vote in your jurisdiction?
- ○ No
- ○ Yes
- ○ Ineligible to vote
- ○ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ○ No
- ○ Yes
- ○ Ineligible to vote
- ○ 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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