



CITY OF PALM COAST, FL 2012



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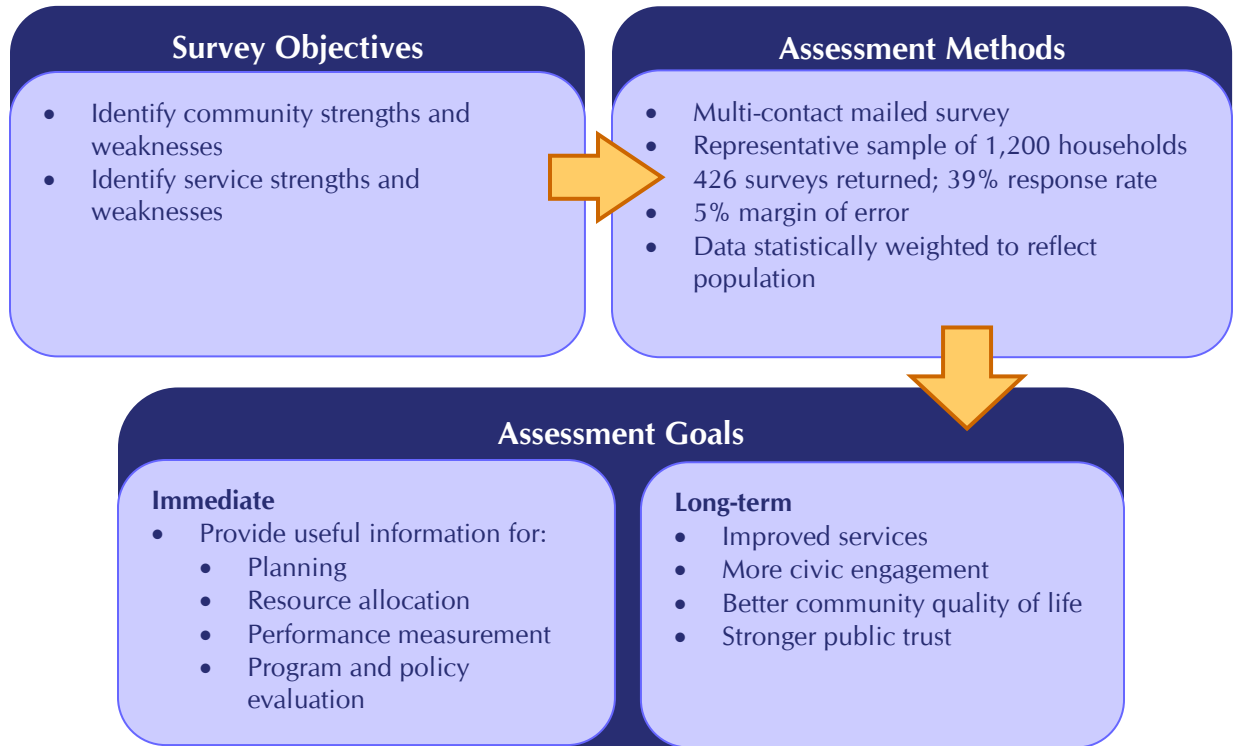
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 426 completed surveys were obtained, providing an overall response rate of 39%. 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 through a variety of options including geographic crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Palm Coast Survey (426 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 70% 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, the overall appearance of Palm Coast and air quality. The three characteristics receiving the least positive ratings were shopping opportunities, opportunities to attend cultural activities and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 13 were above the national benchmark comparison, nine were similar to the national benchmark comparison and eight were below.

Residents in the City of Palm Coast were civically engaged. While 37% 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.”

On average, residents gave favorable ratings to many local government services. City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, 13 were above the benchmark comparison, 16 were similar to the benchmark comparison and five were below.

Respondents were asked to rate how frequently they participated in various activities in Palm Coast. The most popular activities included providing help to a friend or neighbor and recycling, while the least popular activities were watching a meeting of local elected officials or attending a meeting of local elected officials. Generally, participation rates in the various activities in the community were higher than other communities.

Compared to 2011, ratings increased for many City services. Ratings increased for services such as code enforcement, traffic signal timing, public schools, health services, ambulance or emergency medical services, animal control and street lighting.

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:

- Code enforcement
- Police services

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

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

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

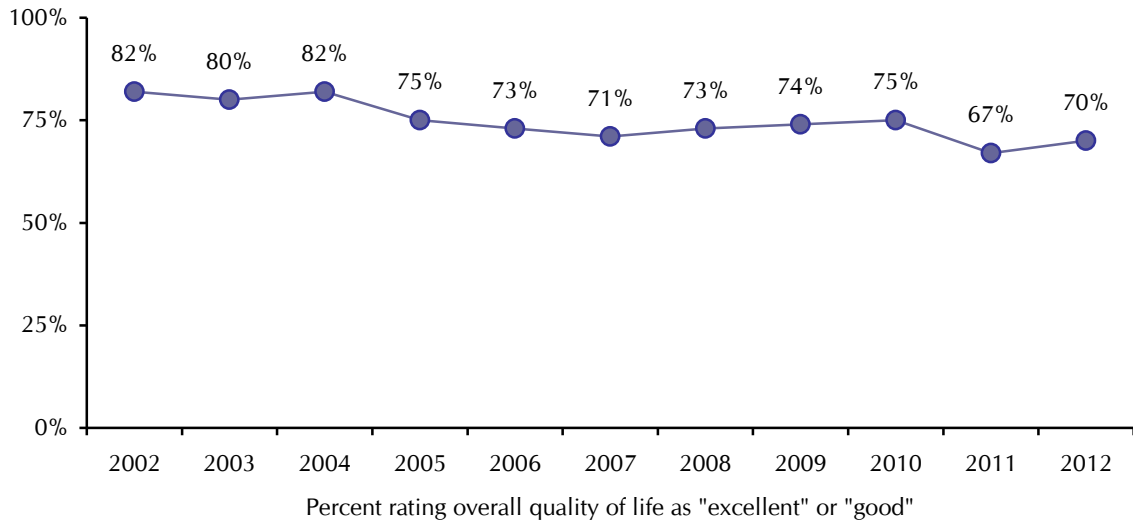


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
The overall quality of life in Palm Coast	70%	67%	75%	74%	73%	71%	73%	75%	82%	80%	82%
Your neighborhood as a place to live	82%	78%	82%	78%	81%	80%	86%	86%	88%	88%	86%
Palm Coast as a place to live	80%	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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Recommend living in Palm Coast to someone who asks	80%	78%	85%	82%	80%	NA	NA	NA	NA	NA	NA
Remain in Palm Coast for the next five years	82%	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	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 car travel. These ratings tended to be much higher than the national benchmark. All ratings showed an upward trend over time.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Ease of car travel in Palm Coast	71%	57%	62%	50%	41%	39%	20%	16%	22%	37%	51%
Ease of bicycle travel in Palm Coast	69%	65%	54%	49%	45%	45%	42%	33%	46%	41%	43%
Ease of walking in Palm Coast	65%	58%	52%	49%	46%	45%	42%	36%	44%	44%	44%
Availability of paths and walking trails	73%	70%	61%	53%	49%	NA	NA	NA	NA	NA	NA
Traffic flow on major streets	60%	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	Much above
Ease of bicycle travel in Palm Coast	Much above
Ease of walking in Palm Coast	Above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Six transportation services were rated in Palm Coast. As compared to most communities across America, ratings tended to be favorable. Street repair, street cleaning, sidewalk maintenance and the amount of public parking were much above the benchmark, street lighting was below the benchmark and traffic signal timing was similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Street repair	70%	68%	55%	62%	52%	43%	37%	31%	34%	18%	16%
Street cleaning	71%	70%	62%	71%	59%	48%	45%	40%	44%	31%	27%
Street lighting	46%	37%	36%	38%	32%	30%	26%	20%	24%	18%	NA
Sidewalk maintenance	68%	65%	57%	52%	51%	49%	45%	43%	43%	35%	35%
Traffic signal timing	52%	43%	46%	46%	45%	39%	33%	28%	35%	38%	46%
Amount of public parking	72%	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	Much above
Street lighting	Much below
Sidewalk maintenance	Much above
Traffic signal timing	Similar
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.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	79%	80%	83%	71%	75%	NA	NA	NA	NA	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%	11%	8%	20%	15%	NA	NA	NA	NA	NA	NA
Bus, rail, subway or other public transportation	1%	0%	0%	0%	0%	NA	NA	NA	NA	NA	NA
Walk	1%	1%	0%	1%	1%	NA	NA	NA	NA	NA	NA
Bicycle	0%	1%	0%	1%	1%	NA	NA	NA	NA	NA	NA
Work at home	5%	4%	7%	7%	6%	NA	NA	NA	NA	NA	NA
Other	0%	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	More

Housing

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

The survey of the City of Palm Coast residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 67% 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. Ratings for the availability of affordable quality housing increased from 2011 to 2012.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality housing	67%	58%	61%	58%	53%	41%	33%	39%	54%	NA	NA
Variety of housing options	59%	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. Almost 40% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Housing costs 30% or more of income	38%	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

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

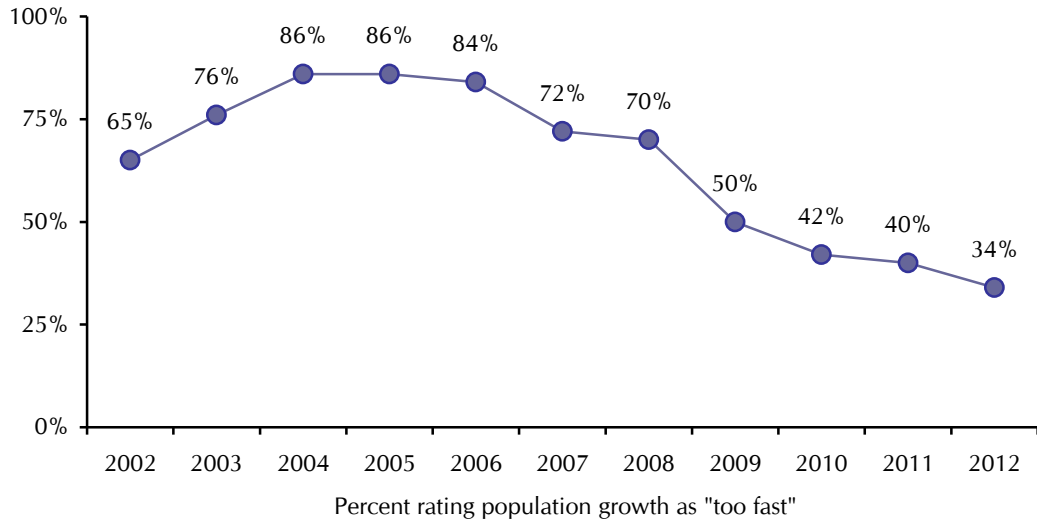


FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR



FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	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” by 13% of respondents and as “good” by an additional 40%. The overall appearance of Palm Coast was rated as “excellent” or “good” by 85% 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, 11% thought they were a “major” problem. The service of animal control was rated above the benchmark, land use, planning and zoning was rated below the benchmark and code enforcement was similar to the benchmark.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Overall quality of new development in Palm Coast	53%	56%	63%	61%	63%	53%	47%	48%	NA	NA	NA
Overall appearance of Palm Coast	85%	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	Below
Overall appearance of Palm Coast	Much above

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Land use, planning and zoning	39%	42%	46%	42%	41%	32%	27%	30%	33%	28%	27%
Code enforcement (weeds, abandoned buildings, etc.)	55%	47%	50%	50%	43%	44%	42%	45%	44%	31%	37%
Animal control	65%	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	Below
Code enforcement (weeds, abandoned buildings, etc.)	Similar
Animal control	Above

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Employment opportunities	11%	5%	9%	6%	9%	6%	7%	7%	9%	7%	8%
Shopping opportunities	43%	43%	47%	49%	30%	25%	22%	22%	27%	20%	23%
Palm Coast as a place to work	16%	15%	21%	20%	16%	16%	20%	24%	NA	NA	NA
Overall quality of business and service establishments in Palm Coast	49%	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, 90% responded that it was “too slow,” while 56% reported retail growth as “too slow.” More residents in Palm Coast compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Retail growth seen as too slow	56%	47%	49%	39%	54%	65%	69%	65%	64%	73%	67%
Jobs growth seen as too slow	90%	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

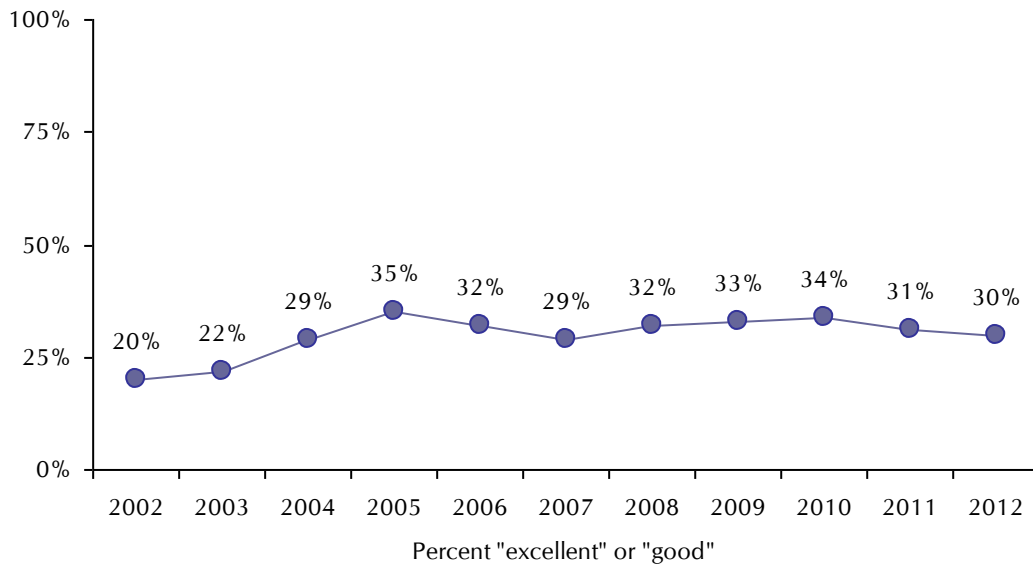


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

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

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

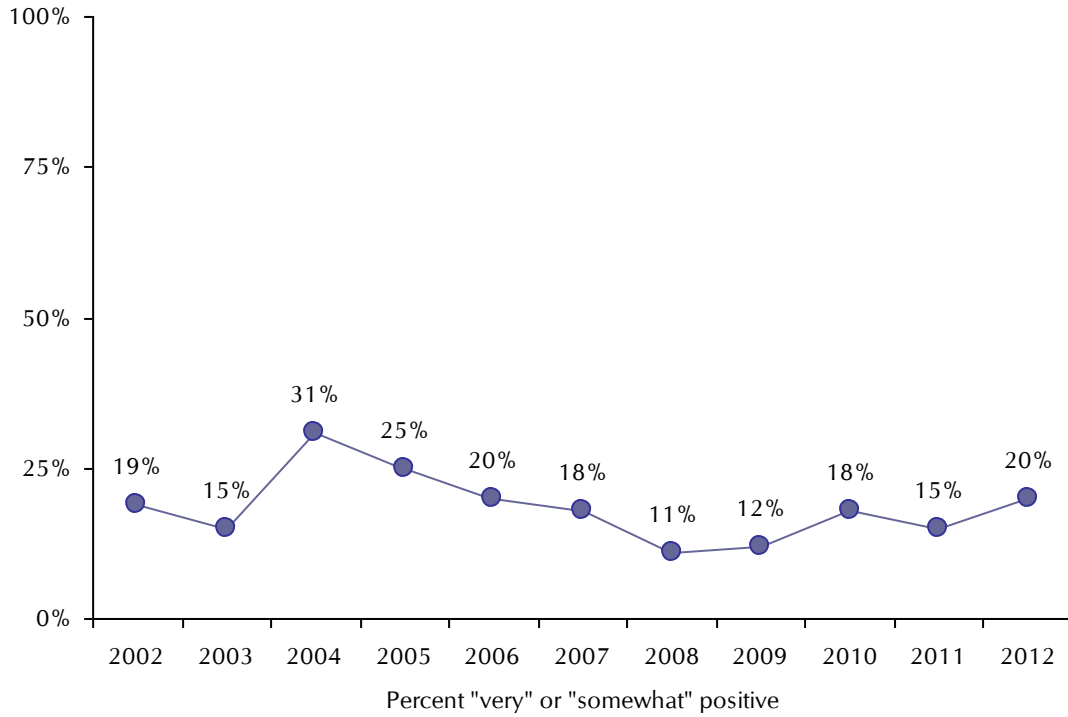


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Palm Coast. About three quarters of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 85% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Safety in your neighborhood during the day	93%	91%	93%	90%	92%	93%	92%	94%	94%	93%	96%
Safety in your neighborhood after dark	75%	68%	75%	73%	70%	74%	79%	78%	80%	78%	82%
Safety in Palm Coast's downtown area during the day	88%	88%	89%	90%	88%	90%	88%	91%	91%	92%	93%
Safety in Palm Coast's downtown area after dark	63%	59%	64%	64%	62%	61%	69%	68%	73%	72%	70%
Safety from violent crime (e.g., rape, assault, robbery)	75%	71%	73%	71%	73%	68%	71%	73%	76%	75%	79%
Safety from property crimes (e.g., burglary, theft)	55%	52%	59%	51%	56%	51%	53%	65%	62%	60%	64%
Safety from environmental hazards	85%	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	Similar
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	Much above

As assessed by the survey, 13% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 82% had reported it to police. Compared to other jurisdictions about the same percent of Palm Coast residents had been victims of crime in the 12 months preceding the survey and about the same percent of Palm Coast residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2012	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?	13%	12%	10%	12%	13%	11%	11%	8%	8%	7%	9%
If yes, was this crime (these crimes) reported to the police?	82%	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	Similar

Residents rated seven City public safety services; of these, three were rated above the benchmark comparison and four were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while crime prevention and traffic enforcement received the lowest ratings. Generally, ratings remained stable over time.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Police services	80%	80%	79%	78%	69%	70%	77%	81%	79%	82%	81%
Fire services	96%	92%	95%	94%	90%	90%	90%	95%	94%	92%	91%
Ambulance or emergency medical services	96%	88%	92%	92%	88%	86%	87%	94%	92%	89%	90%
Crime prevention	65%	62%	69%	NA	NA	NA	NA	NA	NA	NA	NA
Fire prevention and education	82%	75%	79%	78%	75%	76%	71%	73%	NA	77%	76%
Traffic enforcement	65%	63%	65%	61%	57%	57%	50%	50%	55%	48%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	73%	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	Above
Ambulance or emergency medical services	Much above
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)	Much above

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of 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 81% of survey respondents. The cleanliness of Palm Coast received the highest rating, and it was much above the benchmark. Ratings for the preservation of natural areas increased compared to the previous survey year.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Cleanliness of Palm Coast	87%	83%	83%	85%	NA	NA	NA	NA	NA	NA	NA
Quality of overall natural environment in Palm Coast	81%	82%	80%	69%	71%	NA	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	75%	66%	70%	66%	56%	NA	NA	NA	NA	NA	NA
Air quality	83%	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	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities.

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

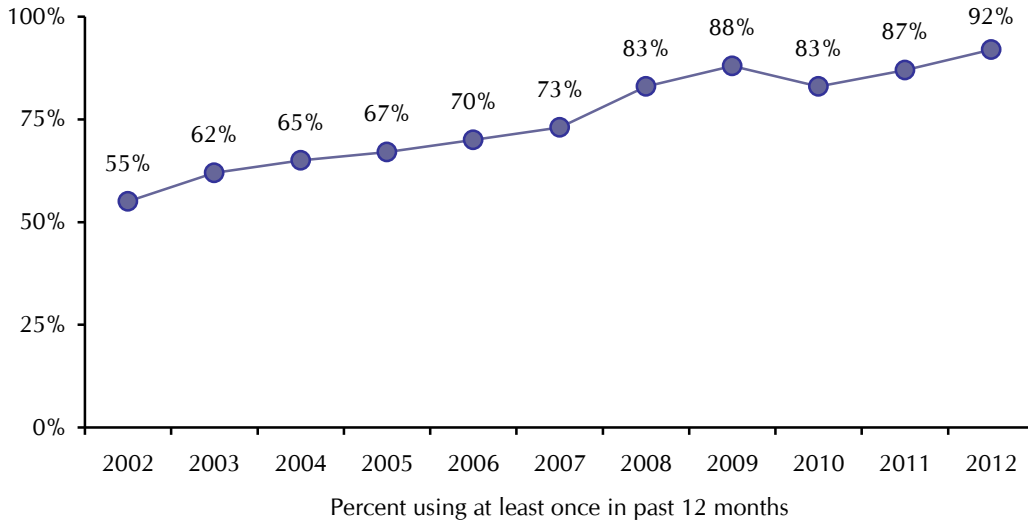


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	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, four were higher than the benchmark comparison and two were similar to the benchmark comparison.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sewer services	81%	76%	73%	72%	69%	64%	63%	64%	88%	64%	68%
Drinking water	65%	65%	66%	58%	56%	53%	55%	52%	55%	54%	55%
Storm drainage	56%	57%	43%	49%	46%	40%	32%	29%	35%	21%	40%
Yard waste pick-up	90%	87%	84%	NA	NA	NA	NA	NA	NA	NA	NA
Recycling	90%	83%	86%	87%	84%	81%	80%	84%	79%	81%	83%
Garbage collection	93%	90%	89%	86%	86%	85%	82%	87%	86%	87%	83%

Percent "excellent" or "good"

FIGURE 44: UTILITY SERVICES BENCHMARKS

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

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Palm Coast were rated somewhat positively as were services related to parks and recreation. City parks were rated similar to the benchmark as were recreation programs. Recreation centers received the lowest rating and was similar than the national benchmark. Ratings for recreational opportunities improved over time.

Resident use of Palm Coast parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Palm Coast recreation centers was about the same as the percent of users in comparison jurisdictions. Similarly, recreation program use in Palm Coast was about the same as use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

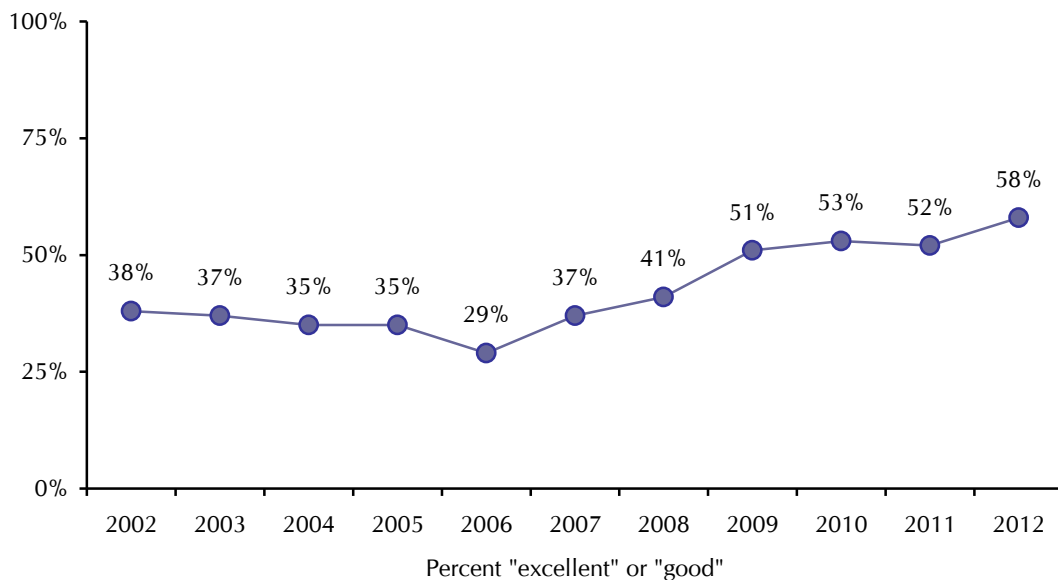


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Below

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast recreation centers	57%	54%	58%	55%	57%	52%	50%	49%	59%	72%	73%
Participated in a recreation program or activity	50%	47%	47%	45%	45%	43%	41%	40%	45%	47%	49%
Visited a neighborhood park or City park	84%	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	Similar
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Similar

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
City parks	85%	82%	80%	78%	76%	72%	68%	70%	73%	71%	69%
Recreation programs or classes	73%	66%	70%	70%	66%	68%	58%	62%	70%	67%	NA
Recreation centers or facilities	68%	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	Similar
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 43% of respondents. Educational opportunities were rated as “excellent” or “good” by 45% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 70% 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 similar to comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to attend cultural activities	43%	40%	44%	NA	NA	NA	NA	NA	NA	46%	40%
Educational opportunities	45%	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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Used Palm Coast public libraries or their services	70%	76%	82%	NA	NA	NA	NA	NA	NA	84%	84%
Participated in religious or spiritual activities in Palm Coast	55%	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	Similar
Participated in religious or spiritual activities in Palm Coast	More

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Public schools	73%	65%	NA	NA	NA	NA	NA	NA	NA	NA	NA
Public library services	80%	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 preventative health services were rated most positively for the City of Palm Coast, while the availability of affordable quality health care was rated less favorably by residents. Ratings for the availability of affordable quality health care increased compared to the previous survey iteration.

Among Palm Coast residents, 56% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality health care	56%	45%	49%	46%	37%	42%	42%	41%	44%	NA	NA
Availability of affordable quality food	58%	55%	60%	NA	56%	NA	NA	NA	NA	NA	NA
Availability of preventive health services	60%	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	Above
Availability of affordable quality food	Below
Availability of preventive health services	Similar

The health services offered in the City of Palm Coast were similar to the benchmark.

FIGURE 59: RATINGS OF HEALTH SERVICES BY YEAR

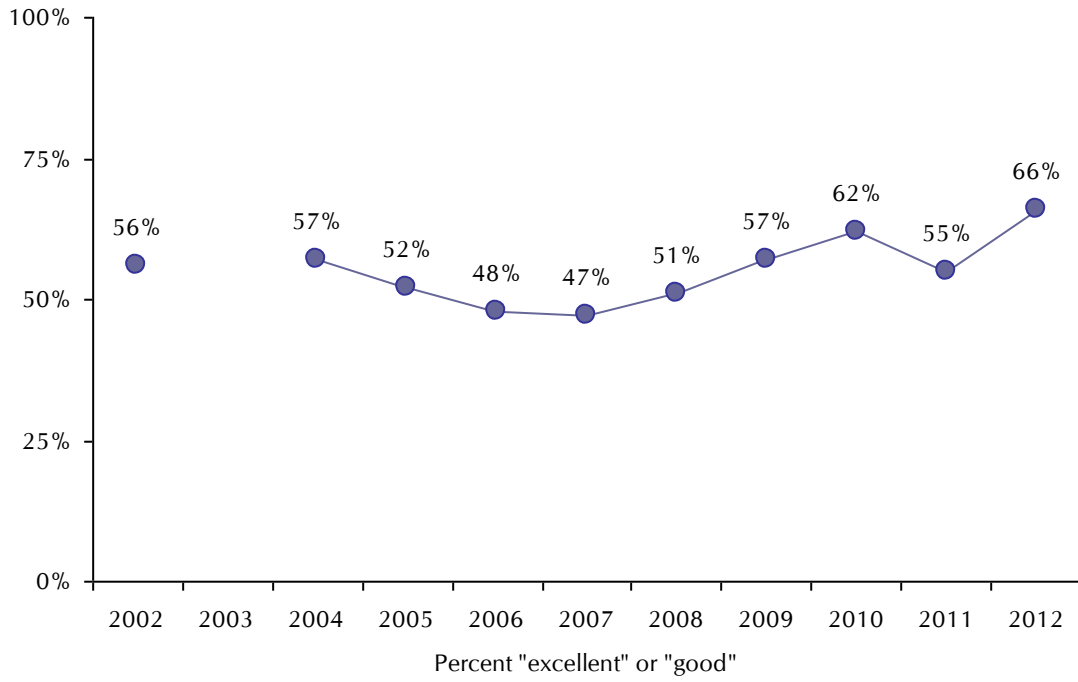


FIGURE 60: HEALTH SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Similar

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 a majority rated it as an excellent or good place to retire. Most 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 but was similar to the benchmark. When compared to the previous survey year, ratings increased for the sense of community, the availability of affordable quality child care and Palm Coast as a place to raise children.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Sense of community	64%	56%	62%	NA	58%	NA	NA	NA	NA	63%	59%
Openness and acceptance of the community toward people of diverse backgrounds	68%	65%	75%	NA	NA	NA	NA	NA	NA	NA	NA
Availability of affordable quality child care	45%	30%	44%	32%	27%	27%	30%	24%	32%	NA	NA
Palm Coast as a place to raise children	71%	63%	73%	60%	61%	60%	66%	70%	72%	75%	69%
Palm Coast as a place to retire	78%	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	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Similar
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 66% with ratings of “excellent” or “good.” Services to seniors were the same as the benchmark while services to youth and services to low income people were below.

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services to seniors	66%	59%	64%	55%	52%	50%	52%	59%	62%	56%	61%
Services to youth	38%	36%	40%	43%	34%	26%	25%	32%	28%	20%	21%
Services to low-income people	36%	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 somewhat favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were similar to ratings from comparison jurisdictions where these questions were asked. Ratings decreased for opportunities to participate in community matters compared to the previous survey.

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to volunteer	73%	71%	74%	76%	NA	NA	NA	NA	NA	NA	NA
Opportunities to participate in community matters	61%	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	Similar
Opportunities to volunteer	Similar

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Watching a meeting of local elected officials and volunteering time to a group showed similar rates of involvement; while attending a meeting of local elected officials, participating in a club and providing help to a friend showed higher rates.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Attended a meeting of local elected officials or other local public meeting	37%	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	38%	40%	NA	47%	50%	51%	44%	44%	44%	44%	50%
Volunteered your time to some group or activity in Palm Coast	45%	46%	55%	NA	NA	NA	NA	NA	NA	NA	NA
Participated in a club or civic group in Palm Coast	40%	41%	49%	45%	43%	NA	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	97%	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	Much more
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

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. Eighty-eight percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 69: REPORTED VOTING BEHAVIOR BY YEAR²

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Registered to vote	88%	92%	90%	93%	84%	87%	87%	89%	89%	87%	86%
Voted in the last general election	83%	81%	82%	90%	70%	76%	76%	84%	70%	78%	79%
Percent "yes"											

FIGURE 70: VOTING BEHAVIOR BENCHMARKS

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

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, 75% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. Visits to the City Web site increased over time.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Read Palm Coast Newsletter	91%	87%	NA	92%	92%	95%	95%	96%	NA	96%	88%
Visited the City of Palm Coast Web site	75%	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	Much more

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Cable television	58%	57%	62%	NA	NA	NA	NA	NA	NA	NA	NA
Public information services	68%	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	Above
Public information services	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 54% 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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Opportunities to participate in social events and activities	54%	53%	55%	56%	NA	NA	NA	NA	NA	10%	7%
Opportunities to participate in religious or spiritual events and activities	79%	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. A majority indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

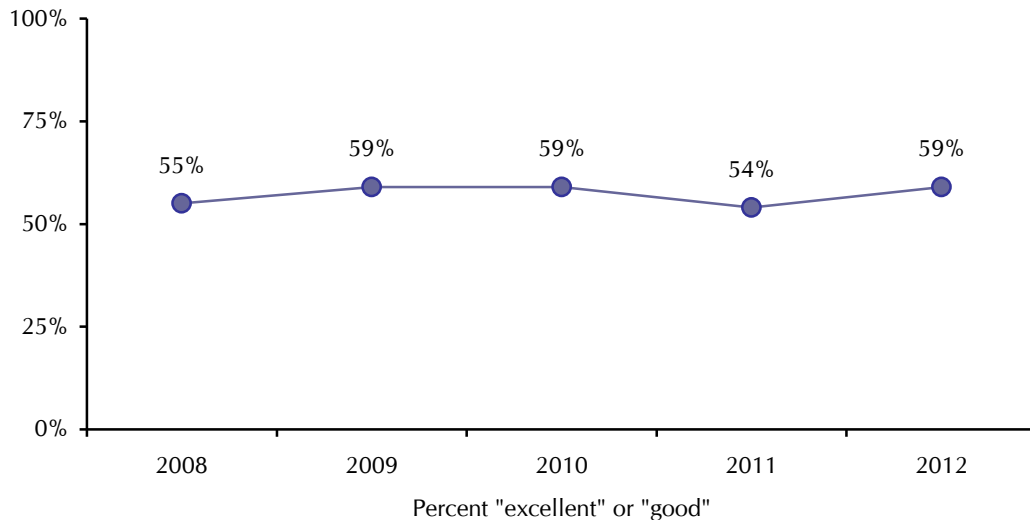


FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

PUBLIC TRUST

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

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Palm Coast does at welcoming citizen involvement, 39% 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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
The value of services for the taxes paid to Palm Coast*	50%	54%	53%	56%	49%	48%	52%	59%	58%	58%	52%
The overall direction that Palm Coast is taking*	48%	50%	58%	55%	53%	50%	44%	47%	54%	50%	44%
The job Palm Coast government does at welcoming citizen involvement*	39%	45%	48%	47%	42%	50%	46%	49%	61%	56%	56%
Overall image or reputation of Palm Coast	69%	71%	77%	NA	70%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

* For jurisdictions that have conducted The NCS prior to 2008, a 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	Much below
Job Palm Coast government does at welcoming citizen involvement	Much 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 Federal Government. The overall quality of services delivered by the City of Palm Coast was rated as “excellent” or “good” by 67% of survey participants. The City of Palm Coast’s rating was below the benchmark when compared to other communities in the nation. Ratings of overall City services varied over time.

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

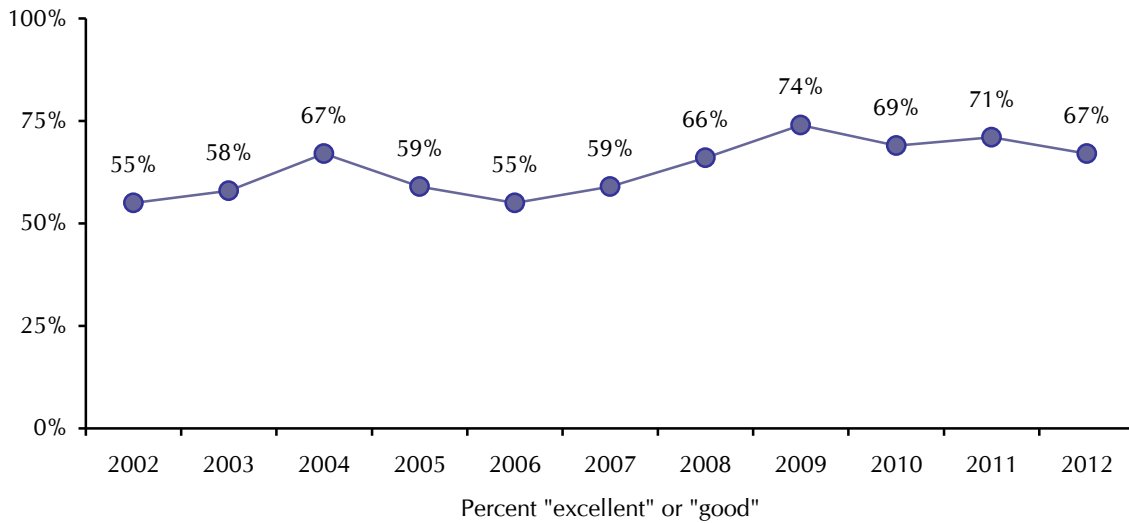


FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Services provided by City of Palm Coast	67%	71%	69%	74%	66%	59%	55%	59%	67%	58%	55%
Services provided by the Federal Government	41%	35%	37%	42%	34%	38%	38%	43%	43%	41%	44%
Services provided by the State Government	43%	33%	41%	42%	37%	41%	40%	43%	43%	40%	44%
Services provided by Flagler County Government	59%	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	Below
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Flagler County Government	Above

City of Palm Coast Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 57% who reported that they had been in contact (a percent that is above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 68% of respondents rated their overall impression as "excellent" or "good." Employees ratings were varied compared to the national benchmark and were similar to past survey years.

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

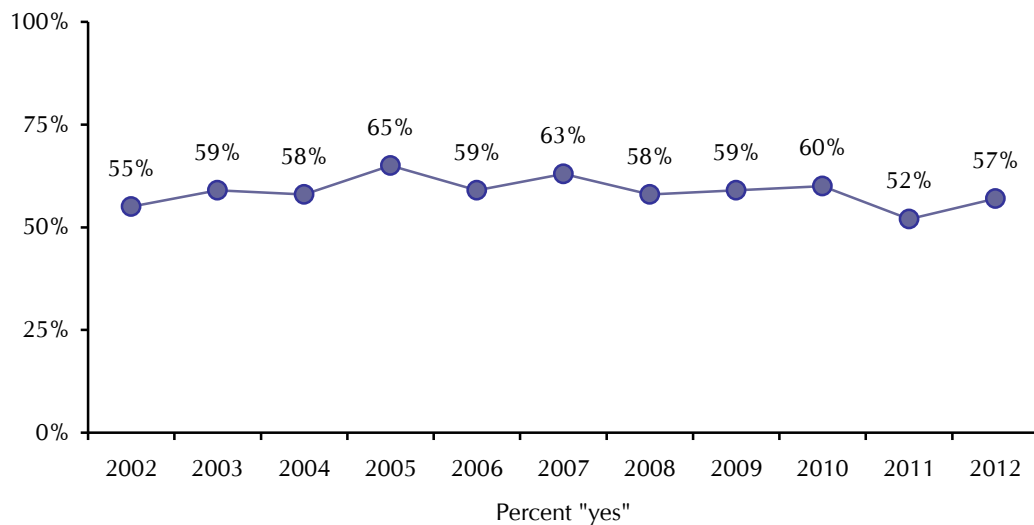


FIGURE 85: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

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

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Knowledge	80%	76%	84%	75%	68%	69%	69%	68%	71%	68%	68%
Responsiveness	73%	73%	78%	77%	68%	65%	67%	63%	68%	65%	64%
Courtesy	74%	78%	85%	79%	75%	70%	79%	76%	81%	73%	76%
Overall impression	68%	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	Similar
Responsiveness	Similar
Courteousness	Below
Overall impression	Below

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:

- Code enforcement
- Police services

CITY OF PALM COAST ACTION CHART™

The 2012 City of Palm Coast Action Chart™ on the following page combines three dimensions of performance:

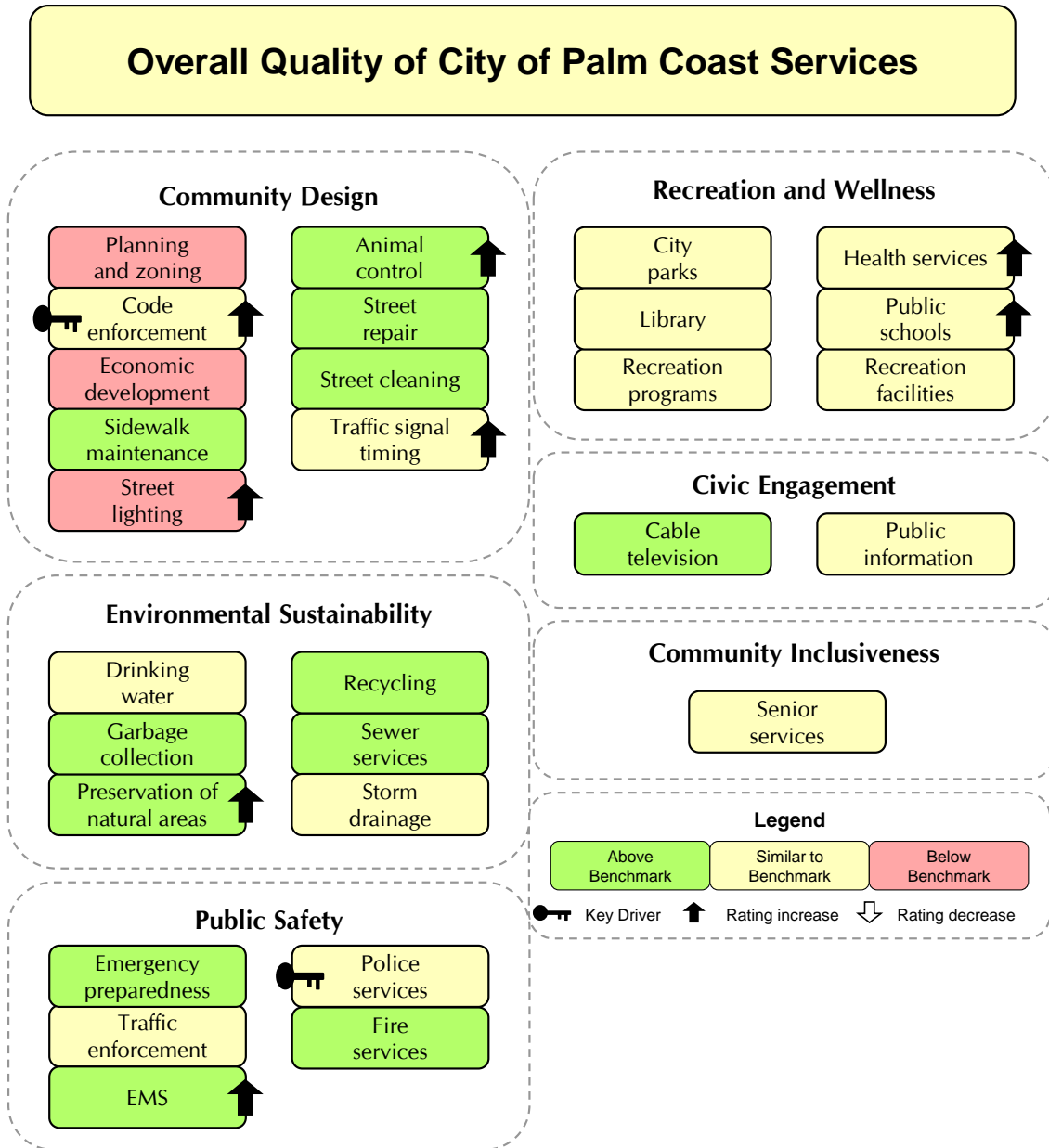
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. 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-nine services were included in the KDA for the City of Palm Coast. Of these, 12 were above the benchmark, three were below the benchmark and 14 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 the case of Palm Coast, no key drivers were below the benchmark or trending lower in the current survey. However, Palm Coast may wish to seek improvements to code enforcement and police services, as these key drivers received ratings similar to other benchmark jurisdictions. 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™



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 programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
• Code enforcement	✓		✓
◦ Animal control			
Economic development		✓	
Health services			✓
◦ Services to seniors			
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
◦ Preservation of natural areas			

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

CUSTOM QUESTIONS

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

Custom Question 1						
The following financial options are being considered for a new City Hall facility. To what extent do you support or oppose each of the following financial options?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Direct purchase or build (ownership up front)	20%	17%	13%	32%	18%	100%
Lease with option to buy (optional ownership)	12%	32%	12%	26%	19%	100%
Rent (no ownership)	12%	15%	13%	38%	22%	100%
Lease purchase (ownership at end of lease)	9%	28%	15%	28%	20%	100%

Custom Question 2						
In the last 12 months, about how many times, if ever, did you use the following businesses and services outside Palm Coast?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Education	70%	11%	6%	5%	8%	100%
Entertainment (culture, art galleries, festivals, concerts, etc.)	17%	21%	34%	15%	13%	100%
Hospitality (conference facilities, resorts, dining, etc.)	17%	20%	27%	23%	13%	100%
Medical	29%	26%	30%	7%	8%	100%
Personal services (dance studio, gym, catering, pet grooming, etc.)	64%	16%	11%	4%	6%	100%
Professional services (legal, accountants, etc.)	59%	23%	10%	4%	4%	100%
Retail	11%	10%	25%	24%	30%	100%
Wholesale club	47%	9%	18%	12%	13%	100%

Custom Question 3						
How important, if at all, is it to recruit the following type of job opportunities to the City of Palm Coast?	Essential	Very important	Somewhat important	Not important	Don't know	Total
Manufacturing	45%	28%	16%	5%	6%	100%
Health care	41%	33%	19%	3%	4%	100%
Educational services	40%	33%	17%	4%	6%	100%
Retail trade	37%	31%	21%	5%	5%	100%
Professional, scientific and technical services	36%	38%	16%	3%	7%	100%
Transportation and warehousing	36%	28%	24%	5%	7%	100%
Wholesale trade	34%	24%	27%	5%	10%	100%
Construction	32%	31%	24%	8%	6%	100%
Food services	30%	36%	22%	6%	7%	100%
Arts and entertainment	29%	37%	24%	5%	6%	100%
Information	29%	31%	26%	6%	7%	100%
Sport tournaments	26%	29%	26%	10%	8%	100%
Eco-tourism	25%	31%	24%	10%	10%	100%
Finance	25%	31%	30%	6%	8%	100%
Insurance	22%	30%	32%	8%	8%	100%
Public administration	21%	31%	27%	10%	10%	100%
Real estate	21%	25%	32%	16%	6%	100%
Hotel accommodations	18%	27%	28%	18%	9%	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	30%	50%	14%	5%	100%
Your neighborhood as a place to live	33%	49%	13%	6%	100%
Palm Coast as a place to raise children	23%	48%	19%	11%	100%
Palm Coast as a place to work	5%	11%	26%	58%	100%
Palm Coast as a place to retire	33%	45%	14%	8%	100%
The overall quality of life in Palm Coast	18%	51%	25%	5%	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	14%	50%	26%	10%	100%
Openness and acceptance of the community toward people of diverse backgrounds	22%	46%	25%	7%	100%
Overall appearance of Palm Coast	33%	52%	14%	1%	100%
Cleanliness of Palm Coast	35%	52%	11%	2%	100%
Overall quality of new development in Palm Coast	13%	40%	31%	17%	100%
Variety of housing options	14%	44%	34%	8%	100%
Overall quality of business and service establishments in Palm Coast	10%	39%	34%	17%	100%
Shopping opportunities	7%	36%	36%	20%	100%
Opportunities to attend cultural activities	9%	34%	41%	15%	100%
Recreational opportunities	17%	40%	30%	13%	100%
Employment opportunities	4%	7%	18%	71%	100%
Educational opportunities	7%	38%	43%	13%	100%
Opportunities to participate in social events and activities	10%	44%	35%	12%	100%
Opportunities to participate in religious or spiritual events and activities	25%	54%	19%	2%	100%
Opportunities to volunteer	25%	48%	22%	4%	100%
Opportunities to participate in community matters	15%	46%	32%	8%	100%
Ease of car travel in Palm Coast	20%	51%	20%	10%	100%
Ease of bicycle travel in Palm Coast	25%	44%	22%	9%	100%
Ease of walking in Palm Coast	27%	37%	21%	15%	100%
Availability of paths and walking trails	33%	39%	20%	7%	100%
Traffic flow on major streets	10%	50%	26%	14%	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
Amount of public parking	19%	53%	19%	9%	100%
Availability of affordable quality housing	19%	47%	23%	11%	100%
Availability of affordable quality child care	10%	35%	36%	20%	100%
Availability of affordable quality health care	17%	39%	29%	15%	100%
Availability of affordable quality food	15%	43%	30%	12%	100%
Availability of preventive health services	16%	44%	27%	13%	100%
Air quality	26%	57%	14%	2%	100%
Quality of overall natural environment in Palm Coast	32%	49%	16%	3%	100%
Overall image or reputation of Palm Coast	17%	52%	22%	9%	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%	48%	23%	11%	100%
Retail growth (stores, restaurants, etc.)	20%	37%	36%	5%	2%	100%
Jobs growth	73%	17%	7%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palm Coast?	Percent of respondents
Not a problem	21%
Minor problem	40%
Moderate problem	28%
Major problem	11%
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)	31%	44%	10%	12%	3%	100%
Property crimes (e.g., burglary, theft)	16%	39%	15%	22%	9%	100%
Environmental hazards, including toxic waste	51%	34%	12%	2%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	64%	29%	3%	4%	0%	100%
In your neighborhood after dark	37%	38%	10%	10%	5%	100%
In Palm Coast's downtown area during the day	51%	37%	8%	3%	1%	100%
In Palm Coast's downtown area after dark	24%	40%	20%	12%	5%	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	87%
Yes	13%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	18%
Yes	82%
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	30%	26%	26%	10%	8%	100%
Used Palm Coast recreation centers	43%	25%	16%	8%	8%	100%
Participated in a recreation program or activity	50%	21%	18%	5%	6%	100%
Visited a neighborhood park or City park	16%	26%	31%	16%	12%	100%
Attended a meeting of local elected officials or other local public meeting	63%	27%	8%	2%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	62%	25%	10%	1%	2%	100%
Read Palm Coast Newsletter	9%	18%	38%	19%	16%	100%
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	25%	26%	29%	13%	7%	100%
Recycled used paper, cans or bottles from your home	8%	5%	10%	9%	67%	100%
Volunteered your time to some group or activity in Palm Coast	55%	15%	15%	5%	10%	100%
Participated in religious or spiritual activities in Palm Coast	45%	16%	10%	5%	24%	100%
Participated in a club or civic group in Palm Coast	60%	14%	11%	7%	7%	100%
Provided help to a friend or neighbor	3%	15%	37%	22%	23%	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	33%
Several times a week	26%
Several times a month	19%
Less than several times a month	22%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Palm Coast:	Excellent	Good	Fair	Poor	Total
Police services	31%	48%	15%	5%	100%
Fire services	49%	47%	4%	0%	100%
Ambulance or emergency medical services	51%	45%	3%	1%	100%
Crime prevention	21%	44%	23%	12%	100%
Fire prevention and education	25%	56%	16%	2%	100%
Traffic enforcement	22%	44%	23%	11%	100%
Street repair	23%	47%	22%	7%	100%
Street cleaning	27%	45%	21%	7%	100%
Street lighting	16%	31%	24%	30%	100%
Sidewalk maintenance	26%	43%	21%	11%	100%
Traffic signal timing	15%	37%	27%	22%	100%
Garbage collection	49%	43%	5%	2%	100%
Recycling	47%	43%	7%	2%	100%
Yard waste pick-up	47%	42%	8%	3%	100%
Storm drainage	14%	42%	29%	15%	100%
Drinking water	22%	43%	21%	14%	100%
Sewer services	23%	58%	14%	5%	100%
City parks	33%	52%	13%	2%	100%
Recreation programs or classes	25%	48%	20%	7%	100%
Recreation centers or facilities	24%	43%	26%	6%	100%
Land use, planning and zoning	12%	26%	35%	26%	100%
Code enforcement (weeds, abandoned buildings, etc.)	12%	43%	24%	21%	100%
Animal control	20%	45%	26%	9%	100%
Economic development	10%	20%	35%	35%	100%
Health services	18%	48%	24%	10%	100%
Services to seniors	21%	46%	21%	13%	100%
Services to youth	10%	28%	35%	27%	100%
Services to low-income people	9%	27%	34%	30%	100%
Public library services	33%	48%	17%	3%	100%
Public information services	19%	48%	22%	10%	100%
Public schools	21%	51%	22%	5%	100%
Cable television	17%	41%	30%	12%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	45%	23%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	28%	47%	19%	6%	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	17%	50%	23%	10%	100%
The Federal Government	9%	32%	38%	21%	100%
The State Government	8%	35%	38%	19%	100%
Flagler County Government	13%	47%	32%	9%	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	43%
Yes	57%
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	36%	44%	12%	8%	100%
Responsiveness	37%	36%	19%	8%	100%
Courtesy	40%	34%	13%	13%	100%
Overall impression	34%	34%	21%	11%	100%

Question 15: Government Performance					
Please rate the following categories of Palm Coast government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Palm Coast	9%	40%	35%	15%	100%
The overall direction that Palm Coast is taking	7%	41%	32%	20%	100%
The job Palm Coast government does at welcoming citizen involvement	9%	30%	36%	25%	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	43%	37%	10%	9%	100%
Remain in Palm Coast for the next five years	52%	30%	9%	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	14%
Neutral	42%
Somewhat negative	28%
Very negative	13%
Total	100%

Question 18a: Custom Question 1					
The following financial options are being considered for a new City Hall facility. To what extent do you support or oppose each of the following financing options?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Direct purchase or build (ownership up front)	25%	21%	15%	38%	100%
Lease purchase (ownership at end of lease)	11%	35%	19%	35%	100%
Lease with option to buy (optional ownership)	14%	39%	15%	32%	100%
Rent (no ownership)	15%	19%	17%	49%	100%

Question 18b: Custom Question 2						
In the last 12 months, about how many times, if ever, did you use the following businesses and services outside Palm Coast?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Education	70%	11%	6%	5%	8%	100%
Entertainment (culture, art galleries, festivals, concerts, etc.)	17%	21%	34%	15%	13%	100%
Hospitality (conference facilities, resorts, dining, etc.)	17%	20%	27%	23%	13%	100%
Medical	29%	26%	30%	7%	8%	100%
Personal services (dance studio, gym, catering, pet grooming, etc.)	64%	16%	11%	4%	6%	100%
Professional services (legal, accountants, etc.)	59%	23%	10%	4%	4%	100%
Retail	11%	10%	25%	24%	30%	100%
Wholesale club	47%	9%	18%	12%	13%	100%

Question 18c: Custom Question 3					
How important, if at all, is it to recruit the following type of job opportunities to the City of Palm Coast?	Essential	Very important	Somewhat important	Not important	Total
Hotel accommodations	20%	29%	31%	20%	100%
Food services	33%	38%	23%	6%	100%
Arts and entertainment	30%	39%	25%	5%	100%
Eco-tourism	28%	34%	27%	11%	100%
Sport tournaments	29%	32%	29%	11%	100%
Construction	34%	33%	25%	8%	100%
Educational services	43%	35%	18%	4%	100%
Finance	27%	34%	32%	7%	100%
Insurance	24%	32%	35%	9%	100%
Health care	43%	34%	20%	3%	100%
Information	31%	34%	29%	6%	100%
Manufacturing	48%	29%	17%	6%	100%
Professional, scientific and technical services	39%	41%	17%	3%	100%
Public administration	24%	35%	30%	11%	100%
Real estate	23%	27%	34%	17%	100%
Retail trade	39%	33%	23%	6%	100%
Transportation and warehousing	39%	30%	25%	6%	100%
Wholesale trade	38%	27%	30%	5%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	53%
Yes, full-time	41%
Yes, part-time	6%
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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Palm Coast?	Percent of respondents
Less than 2 years	11%
2 to 5 years	22%
6 to 10 years	29%
11 to 20 years	26%
More than 20 years	12%
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)	5%
Building with two or more apartments or condominiums	3%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	24%
Owned by you or someone in this house with a mortgage or free and clear	76%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the 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	5%
\$300 to \$599 per month	13%
\$600 to \$999 per month	33%
\$1,000 to \$1,499 per month	31%
\$1,500 to \$2,499 per month	12%
\$2,500 or more per month	5%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	72%
Yes	28%
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	57%
Yes	43%
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	22%
\$25,000 to \$49,999	37%
\$50,000 to \$99,999	28%
\$100,000 to \$149,999	10%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	91%
Yes, I consider myself to be Spanish, Hispanic or Latino	9%
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	3%
Black or African American	11%
White	83%
Other	4%
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	12%
35 to 44 years	11%
45 to 54 years	21%
55 to 64 years	17%
65 to 74 years	23%
75 years or older	12%
Total	100%

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

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	88%
Ineligible to vote	0%
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	17%
Yes	82%
Ineligible to vote	1%
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	30%
Yes	70%
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	25%
Land line	54%
Both	21%
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	30%	123	50%	201	14%	58	5%	21	0%	0	100%
Your neighborhood as a place to live	33%	132	49%	198	13%	52	6%	23	0%	0	100%	404
Palm Coast as a place to raise children	18%	73	38%	152	15%	60	9%	34	20%	80	100%	399
Palm Coast as a place to work	4%	15	9%	36	21%	85	47%	186	19%	77	100%	398
Palm Coast as a place to retire	30%	121	41%	165	13%	51	7%	29	8%	33	100%	399
The overall quality of life in Palm Coast	18%	73	51%	206	25%	99	5%	22	0%	1	100%	401

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	13%	49	47%	179	25%	95	9%	36	6%	24	100%
Openness and acceptance of the community toward people of diverse backgrounds	20%	77	42%	166	23%	89	6%	25	9%	36	100%	393
Overall appearance of Palm Coast	33%	131	52%	207	13%	54	1%	6	0%	1	100%	399
Cleanliness of Palm Coast	35%	140	52%	206	11%	43	2%	9	0%	1	100%	400
Overall quality of new development in Palm Coast	12%	50	38%	153	29%	117	16%	64	3%	14	100%	398
Variety of housing options	14%	54	43%	170	32%	129	7%	29	4%	15	100%	398
Overall quality of business and service establishments in Palm Coast	10%	40	38%	152	34%	136	17%	66	1%	4	100%	397
Shopping opportunities	7%	28	36%	145	36%	146	20%	81	0%	0	100%	400
Opportunities to attend cultural activities	8%	32	32%	125	38%	151	14%	56	8%	33	100%	398
Recreational opportunities	16%	63	38%	150	28%	110	12%	48	6%	24	100%	395
Employment opportunities	3%	12	6%	23	15%	60	60%	237	16%	64	100%	397

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	
	Educational opportunities	6%	24	33%	129	37%	146	11%	43	13%	53	100%
Opportunities to participate in social events and activities	9%	36	40%	161	32%	127	11%	43	8%	33	100%	400
Opportunities to participate in religious or spiritual events and activities	21%	83	45%	178	16%	62	2%	7	17%	68	100%	397
Opportunities to volunteer	20%	82	40%	159	18%	74	3%	14	18%	72	100%	400
Opportunities to participate in community matters	12%	48	39%	152	27%	105	7%	26	16%	62	100%	393
Ease of car travel in Palm Coast	19%	76	50%	199	19%	77	9%	37	2%	10	100%	399
Ease of bicycle travel in Palm Coast	23%	91	40%	158	19%	78	8%	32	10%	41	100%	400
Ease of walking in Palm Coast	26%	106	36%	145	20%	80	14%	57	3%	13	100%	401
Availability of paths and walking trails	32%	125	37%	148	19%	75	7%	28	5%	19	100%	395
Traffic flow on major streets	10%	39	50%	201	26%	104	14%	55	0%	0	100%	399
Amount of public parking	18%	71	50%	201	18%	72	9%	35	5%	22	100%	402
Availability of affordable quality housing	18%	70	43%	170	20%	81	10%	38	9%	36	100%	395
Availability of affordable quality child care	5%	19	17%	67	17%	68	10%	37	51%	201	100%	391
Availability of affordable quality health care	15%	61	37%	145	27%	107	14%	53	7%	29	100%	396
Availability of affordable quality food	15%	61	42%	168	29%	117	12%	49	1%	4	100%	400
Availability of preventive health services	14%	55	37%	148	23%	91	11%	44	14%	56	100%	395
Air quality	25%	100	55%	217	14%	55	2%	8	3%	13	100%	394
Quality of overall natural environment in Palm Coast	31%	124	48%	193	16%	62	3%	13	2%	9	100%	401
Overall image or reputation of Palm Coast	17%	67	51%	203	21%	85	9%	34	2%	9	100%	398

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%	12	12%	47	40%	158	19%	77	9%	37	17%	69	100%
Retail growth (stores, restaurants, etc.)	18%	72	34%	133	33%	131	5%	18	2%	9	8%	30	100%	393
Jobs growth	60%	239	14%	56	6%	23	1%	6	1%	4	18%	71	100%	398

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	20%	77
Minor problem	38%	148
Moderate problem	27%	105
Major problem	10%	41
Don't know	4%	17
Total	100%	387

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)	30%	122	43%	174	9%	38	12%	46	3%	13	2%	7	100%
Property crimes (e.g., burglary, theft)	15%	61	38%	153	15%	59	21%	86	8%	33	2%	6	100%	398
Environmental hazards, including toxic waste	45%	181	31%	122	11%	43	1%	6	1%	5	11%	42	100%	399

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	64%	258	29%	116	3%	12	4%	15	0%	1	0%	0	100%
In your neighborhood after dark	37%	147	38%	152	10%	41	9%	38	5%	19	1%	2	100%	400
In Palm Coast's downtown area during the day	48%	191	34%	137	8%	31	2%	10	1%	4	6%	26	100%	399
In Palm Coast's downtown area after dark	21%	83	35%	139	17%	69	11%	43	4%	18	12%	47	100%	398

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	86%	343
Yes	13%	52
Don't know	1%	4
Total	100%	398

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	9
Yes	81%	42
Don't know	1%	1
Total	100%	52

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	30%	120	26%	104	26%	104	10%	41	8%	30	100%	400
Used Palm Coast recreation centers	43%	171	25%	99	16%	65	8%	30	8%	30	100%	395
Participated in a recreation program or activity	50%	197	21%	83	18%	72	5%	19	6%	23	100%	395
Visited a neighborhood park or City park	16%	62	26%	102	31%	123	16%	62	12%	46	100%	395
Attended a meeting of local elected officials or other local public meeting	63%	246	27%	104	8%	31	2%	7	1%	4	100%	392
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	62%	243	25%	98	10%	37	1%	6	2%	6	100%	390
Read Palm Coast Newsletter	9%	35	18%	71	38%	146	19%	73	16%	64	100%	390
Visited the City of Palm Coast Web site (at www.palmcoastgov.com)	25%	98	26%	103	29%	116	13%	50	7%	28	100%	395
Recycled used paper, cans or bottles from your home	8%	30	5%	22	10%	40	9%	37	67%	267	100%	396
Volunteered your time to some group or activity in Palm Coast	55%	211	15%	57	15%	57	5%	21	10%	37	100%	383
Participated in religious or spiritual activities in Palm Coast	45%	177	16%	64	10%	38	5%	20	24%	94	100%	392
Participated in a club or civic group in Palm Coast	60%	235	14%	55	11%	44	7%	29	7%	29	100%	394
Provided help to a friend or neighbor	3%	12	15%	60	37%	148	22%	86	23%	92	100%	399

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	33%	133
Several times a week	26%	103
Several times a month	19%	74
Less than several times a month	22%	88
Total	100%	398

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	28%	112	43%	173	13%	54	5%	18	10%	42	100%
Fire services	40%	159	38%	153	3%	13	0%	1	18%	73	100%	399
Ambulance or emergency medical services	40%	157	36%	141	2%	9	1%	3	22%	87	100%	398
Crime prevention	17%	68	35%	139	19%	74	10%	38	19%	73	100%	392
Fire prevention and education	19%	73	41%	162	12%	45	2%	7	27%	106	100%	393
Traffic enforcement	20%	78	40%	157	21%	84	10%	41	8%	33	100%	392
Street repair	22%	87	45%	180	22%	85	7%	27	4%	17	100%	396
Street cleaning	24%	95	40%	158	19%	76	7%	26	11%	42	100%	396
Street lighting	15%	59	30%	117	23%	90	29%	114	4%	14	100%	395
Sidewalk maintenance	23%	90	38%	150	19%	74	9%	37	11%	44	100%	395
Traffic signal timing	15%	60	36%	144	26%	104	21%	84	1%	3	100%	394
Garbage collection	49%	193	43%	168	5%	20	2%	9	1%	4	100%	394
Recycling	46%	183	42%	168	7%	28	2%	10	2%	10	100%	399
Yard waste pick-up	45%	177	40%	157	7%	28	3%	11	6%	24	100%	397
Storm drainage	14%	55	40%	157	27%	109	14%	57	5%	18	100%	395
Drinking water	22%	85	42%	164	21%	82	14%	55	2%	9	100%	395

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Sewer services	21%	83	52%	203	13%	50	4%	17	10%	39	100%	391
City parks	30%	119	48%	188	12%	47	2%	8	9%	34	100%	396
Recreation programs or classes	17%	66	32%	125	14%	53	5%	18	33%	129	100%	390
Recreation centers or facilities	17%	67	31%	121	19%	73	4%	17	29%	113	100%	392
Land use, planning and zoning	9%	36	20%	77	27%	103	20%	78	24%	92	100%	386
Code enforcement (weeds, abandoned buildings, etc.)	11%	42	39%	153	21%	84	19%	75	9%	37	100%	390
Animal control	16%	63	36%	144	21%	82	7%	27	20%	81	100%	397
Economic development	8%	31	16%	61	27%	106	28%	108	21%	81	100%	388
Health services	15%	58	40%	157	20%	80	8%	33	17%	69	100%	396
Services to seniors	14%	57	32%	126	14%	57	9%	37	30%	120	100%	396
Services to youth	6%	24	17%	66	21%	83	16%	64	40%	156	100%	392
Services to low-income people	5%	20	15%	59	19%	75	17%	67	44%	174	100%	395
Public library services	27%	106	40%	155	14%	56	2%	8	17%	65	100%	390
Public information services	15%	61	39%	153	18%	71	8%	31	20%	79	100%	394
Public schools	14%	57	35%	138	15%	60	4%	14	32%	127	100%	396
Cable television	15%	58	35%	138	26%	102	10%	41	15%	58	100%	396
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	86	35%	136	18%	69	3%	11	22%	83	100%	386
Preservation of natural areas such as open space, farmlands and greenbelts	23%	89	39%	152	16%	60	5%	19	17%	65	100%	385

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	16%	63	47%	189	22%	86	10%	39	6%	22	100%
The Federal Government	7%	28	26%	106	32%	126	17%	69	18%	70	100%	400
The State Government	7%	27	28%	113	31%	125	15%	61	18%	72	100%	398
Flagler County Government	11%	44	40%	160	27%	109	8%	31	14%	54	100%	398

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	43%	165
Yes	57%	221
Total	100%	386

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	35%	78	44%	96	12%	27	8%	17	0%	1	100%
Responsiveness	37%	82	35%	78	19%	41	8%	18	0%	1	100%	219
Courtesy	40%	87	34%	75	13%	28	13%	29	0%	1	100%	220
Overall impression	34%	75	34%	74	21%	45	11%	25	0%	1	100%	219

Question 15: Government Performance												
Please rate the following categories of Palm Coast government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Palm Coast	8%	33	35%	142	31%	123	14%	54	12%	47	100%
The overall direction that Palm Coast is taking	6%	23	36%	142	28%	112	18%	71	13%	53	100%	400
The job Palm Coast government does at welcoming citizen involvement	7%	26	23%	89	27%	106	19%	75	25%	100	100%	395

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	42%	168	37%	148	10%	41	9%	37	2%	10	100%
Remain in Palm Coast for the next five years	50%	200	29%	116	8%	33	9%	38	3%	14	100%	400

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%	13
Somewhat positive	14%	57
Neutral	42%	167
Somewhat negative	28%	112
Very negative	13%	52
Total	100%	401

Question 18a: Custom Question 1												
The following financial options are being considered for a new City Hall facility. To what extent do you support or oppose each of the following financing options?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Direct purchase or build (ownership up front)	20%	79	17%	68	13%	49	32%	123	18%	70	100%
Lease purchase (ownership at end of lease)	9%	33	28%	106	15%	57	28%	104	20%	75	100%	375
Lease with option to buy (optional ownership)	12%	44	32%	121	12%	46	26%	99	19%	71	100%	381
Rent (no ownership)	12%	44	15%	57	13%	50	38%	146	22%	83	100%	380

Question 18b: Custom Question 2												
In the last 12 months, about how many times, if ever, did you use the following businesses and services outside Palm Coast?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Education	70%	272	11%	43	6%	24	5%	20	8%	29	100%
Entertainment (culture, art galleries, festivals, concerts, etc.)	17%	66	21%	84	34%	133	15%	59	13%	50	100%	393
Hospitality (conference facilities, resorts, dining, etc.)	17%	66	20%	79	27%	104	23%	92	13%	51	100%	392
Medical	29%	113	26%	103	30%	115	7%	27	8%	32	100%	389
Personal services (dance studio, gym, catering, pet grooming, etc.)	64%	252	16%	62	11%	42	4%	15	6%	24	100%	394
Professional services (legal, accountants, etc.)	59%	232	23%	90	10%	40	4%	16	4%	15	100%	392
Retail	11%	45	10%	38	25%	97	24%	93	30%	117	100%	389
Wholesale club	47%	188	9%	38	18%	71	12%	49	13%	54	100%	400

Question 18c: Custom Question 3												
How important, if at all, is it to recruit the following type of job opportunities to the City of Palm Coast?	Essential		Very important		Somewhat important		Not important		Don't know		Total	
	Hotel accommodations	18%	71	27%	105	28%	110	18%	71	9%	36	100%
Food services	30%	120	36%	141	22%	85	6%	22	7%	27	100%	394
Arts and entertainment	29%	113	37%	145	24%	93	5%	20	6%	23	100%	393
Eco-tourism	25%	98	31%	120	24%	96	10%	37	10%	41	100%	392
Sport tournaments	26%	105	29%	116	26%	105	10%	41	8%	31	100%	397
Construction	32%	126	31%	123	24%	94	8%	30	6%	24	100%	398
Educational services	40%	160	33%	131	17%	67	4%	14	6%	24	100%	396
Finance	25%	99	31%	124	30%	117	6%	24	8%	32	100%	395
Insurance	22%	88	30%	119	32%	128	8%	32	8%	30	100%	396
Health care	41%	162	33%	130	19%	77	3%	12	4%	16	100%	397
Information	29%	112	31%	123	26%	103	6%	23	7%	29	100%	391
Manufacturing	45%	178	28%	109	16%	63	5%	21	6%	24	100%	395
Professional, scientific and technical services	36%	144	38%	151	16%	63	3%	11	7%	29	100%	397
Public administration	21%	85	31%	124	27%	107	10%	37	10%	41	100%	393
Real estate	21%	83	25%	99	32%	125	16%	63	6%	22	100%	392
Retail trade	37%	146	31%	122	21%	84	5%	21	5%	21	100%	394
Transportation and warehousing	36%	144	28%	110	24%	93	5%	21	7%	27	100%	395
Wholesale trade	34%	136	24%	96	27%	108	5%	18	10%	38	100%	396

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	53%	210
Yes, full-time	41%	164
Yes, part-time	6%	24
Total	100%	398

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	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	13%
Bus, rail, subway or other public transportation	1%
Walk	1%
Bicycle	0%
Work at home	5%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Palm Coast?	Percent of respondents	Count
Less than 2 years	11%	45
2 to 5 years	22%	89
6 to 10 years	29%	116
11 to 20 years	26%	103
More than 20 years	12%	49
Total	100%	402

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%	364
House attached to one or more houses (e.g., a duplex or townhome)	5%	19
Building with two or more apartments or condominiums	3%	13
Mobile home	0%	0
Other	1%	3
Total	100%	399

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	24%	93
Owned by you or someone in this house with a mortgage or free and clear	76%	298
Total	100%	390

Question D6: Monthly Housing Cost		
About how much is the 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	5%	21
\$300 to \$599 per month	13%	51
\$600 to \$999 per month	33%	131
\$1,000 to \$1,499 per month	31%	122
\$1,500 to \$2,499 per month	12%	49
\$2,500 or more per month	5%	19
Total	100%	394

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	72%	286
Yes	28%	113
Total	100%	400

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	57%	230
Yes	43%	173
Total	100%	402

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	22%	82
\$25,000 to \$49,999	37%	142
\$50,000 to \$99,999	28%	106
\$100,000 to \$149,999	10%	40
\$150,000 or more	3%	13
Total	100%	383

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	91%	348
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	36
Total	100%	384

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%	9
Asian, Asian Indian or Pacific Islander	3%	13
Black or African American	11%	44
White	83%	325
Other	4%	15
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%	12
25 to 34 years	12%	49
35 to 44 years	11%	44
45 to 54 years	21%	84
55 to 64 years	17%	70
65 to 74 years	23%	93
75 years or older	12%	47
Total	100%	399

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	223
Male	44%	174
Total	100%	397

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	12%	49
Yes	88%	353
Ineligible to vote	0%	0
Don't know	0%	0
Total	100%	402

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	17%	67
Yes	82%	328
Ineligible to vote	1%	5
Don't know	0%	0
Total	100%	400

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	31
Yes	92%	371
Total	100%	402

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	30%	120
Yes	70%	282
Total	100%	402

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	25%	64
Land line	54%	137
Both	21%	52
Total	100%	253

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.”

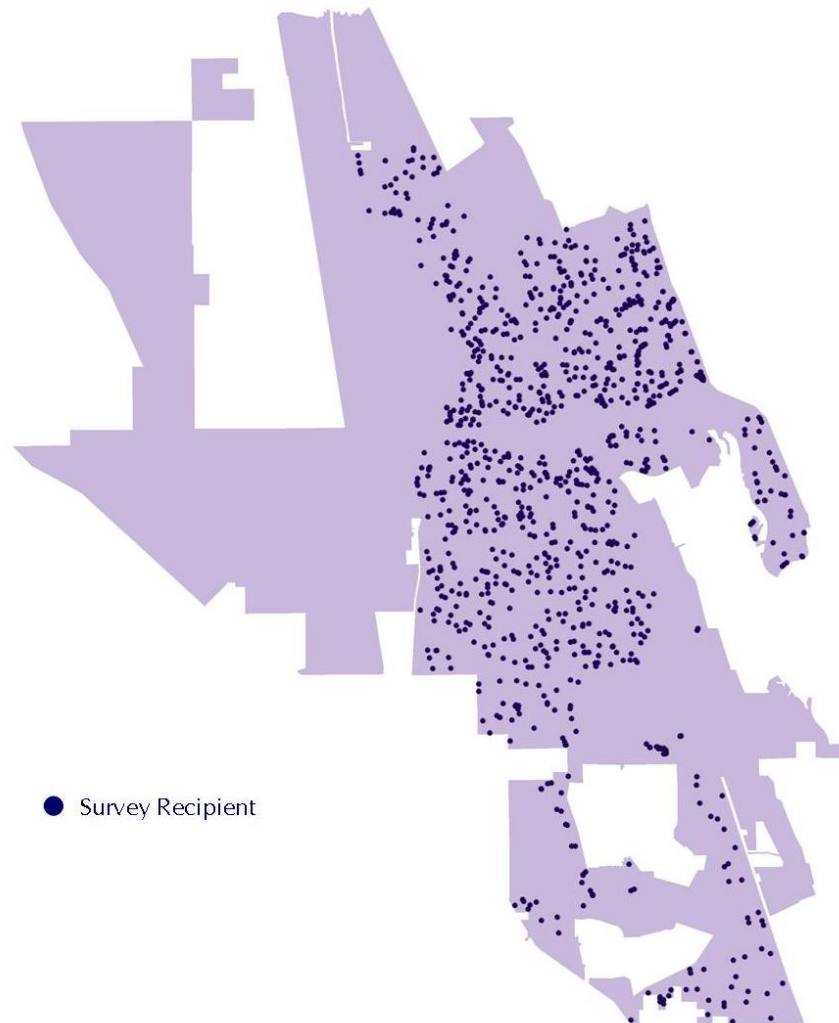
SURVEY SAMPLING

“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

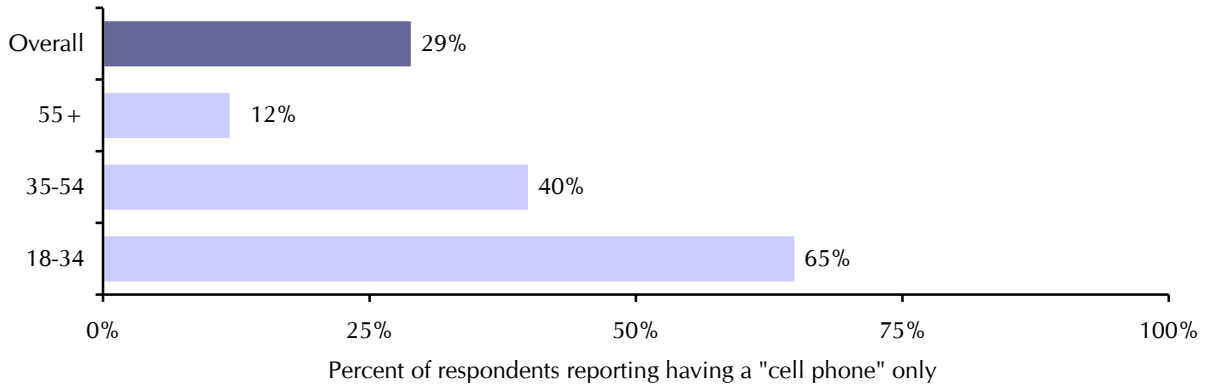
The National Citizen Survey™
Palm Coast, FL 2012



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 a “cord cutter” population greater than the nationwide 2010 estimates.

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



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 18, 2012. 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 (426 completed surveys).

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

³ <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 2010 Census estimates and other population norms 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, race 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 2012 Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	24%	14%	24%
Own home	76%	86%	76%
Detached unit	91%	88%	91%
Attached unit	9%	12%	9%
Race and Ethnicity			
White	82%	88%	81%
Not white	18%	12%	19%
Not Hispanic	91%	93%	91%
Hispanic	9%	7%	9%
White alone, not Hispanic	76%	83%	75%
Hispanic and/or other race	24%	17%	25%
Sex and Age			
Female	53%	55%	56%
Male	47%	45%	44%
18-34 years of age	21%	4%	15%
35-54 years of age	31%	20%	32%
55+ years of age	48%	76%	53%
Females 18-34	11%	4%	11%
Females 35-54	17%	14%	18%
Females 55+	26%	38%	28%
Males 18-34	10%	1%	5%
Males 35-54	15%	6%	15%
Males 55+	22%	38%	24%

¹ Source: 2010 Census

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of Palm Coast to the Benchmark Database

The City of Palm Coast chose to have comparisons made to the entire database. 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

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,



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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

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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

July 2012

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 2012 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) 986-3702.

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

Sincerely,

Jon Netts
Mayor



OFFICE OF THE MAYOR

August 2012

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.

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

Sincerely,

Jon Netts
Mayor

The City of Palm Coast 2012 Citizen Survey

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

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

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

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

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

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

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

5. Please rate how safe or unsafe you feel from the following in Palm Coast:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

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

7. During the past 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

The City of Palm Coast 2012 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public 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?

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

13. Have you had any in-person, 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.)

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

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

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

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

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

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:
a. The following financial options are being considered for a new City Hall facility. To what extent do you support or oppose each of the following financing options?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Direct purchase or build (ownership up front).....	1	2	3	4	5
Lease purchase (ownership at end of lease).....	1	2	3	4	5
Lease with option to buy (optional ownership).....	1	2	3	4	5
Rent (no ownership).....	1	2	3	4	5

b. In the last 12 months, about how many times, if ever, did you use the following businesses and services outside Palm Coast?

	<i>Never</i>	<i>Once or twice</i>	<i>3 to 12 times</i>	<i>13 to 26 times</i>	<i>More than 26 times</i>
Education.....	1	2	3	4	5
Entertainment (culture, art galleries, festivals, concerts, etc.).....	1	2	3	4	5
Hospitality (conference facilities, resorts, dining, etc.).....	1	2	3	4	5
Medical.....	1	2	3	4	5
Personal services (dance studio, gym, catering, pet grooming, etc.).....	1	2	3	4	5
Professional services (legal, accountants, etc.).....	1	2	3	4	5
Retail.....	1	2	3	4	5
Wholesale club.....	1	2	3	4	5

c. How important, if at all, is it to recruit the following type of job opportunities to the City of Palm Coast?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not important</i>	<i>Don't know</i>
Hotel accommodations.....	1	2	3	4	5
Food services.....	1	2	3	4	5
Arts and entertainment.....	1	2	3	4	5
Eco-tourism.....	1	2	3	4	5
Sport tournaments.....	1	2	3	4	5
Construction.....	1	2	3	4	5
Educational services.....	1	2	3	4	5
Finance.....	1	2	3	4	5
Insurance.....	1	2	3	4	5
Health care.....	1	2	3	4	5
Information.....	1	2	3	4	5
Manufacturing.....	1	2	3	4	5
Professional, scientific and technical services.....	1	2	3	4	5
Public administration.....	1	2	3	4	5
Real estate.....	1	2	3	4	5
Retail trade.....	1	2	3	4	5
Transportation and warehousing.....	1	2	3	4	5
Wholesale trade.....	1	2	3	4	5

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

D1. Are you currently employed for pay?

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

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

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

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

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

D4. Which best describes the building you live in?

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

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

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

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

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

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

- No Yes

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

- No Yes

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

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

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



CITY OF PALM COAST

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