The National Citizen Survey™

CITY OF PALM COAST, FL
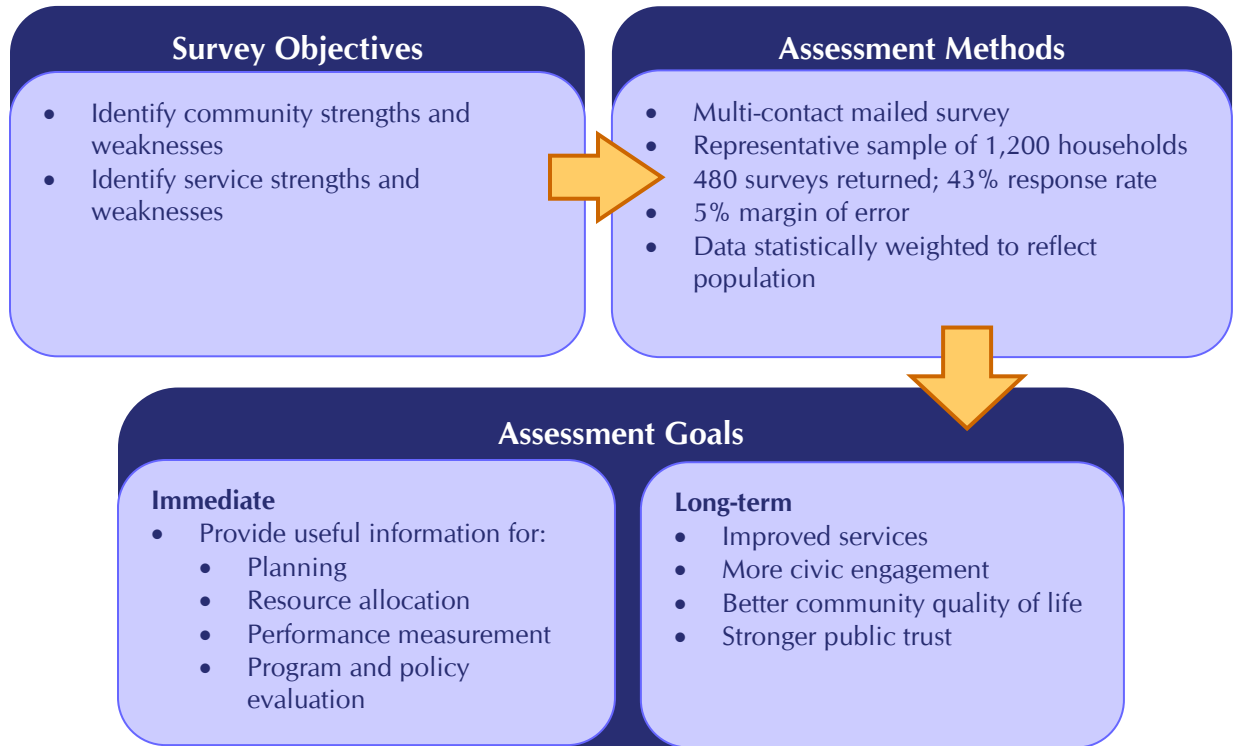## 2009

NATIONAL
RESEARCH
CENTER INC.

ICMA

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The National Citizen Survey™

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

Survey Objectives
- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods
- Multi-contact mailed survey
- Representative sample of 1,200 households
- 480 surveys returned; 43% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

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

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

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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

COMMUNITY INCLUSIVENESS

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

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

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

RECREATION AND WELLNESS

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

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

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

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

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

PUBLIC TRUST

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

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 480 completed surveys were obtained, providing an overall response rate of 43%. 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 problems and provided the appropriate letterhead and signatures for mailings. City of Palm Coast staff also augmented The National Citizen Survey™ basic service by including several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. 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 (480 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

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 six 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 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 were available, the City of Palm Coast results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes 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 experience a good quality of life in the City of Palm Coast and believe the City is a good place to live. The overall quality of life in the City of Palm Coast was rated as "excellent" or "good" by 74% of respondents. Almost all report 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 characteristics receiving the most favorable ratings were the overall appearance of Palm Coast, cleanliness of Palm Coast and opportunities to participate in religious or spiritual events or activities. The characteristics receiving the least positive ratings were employment opportunities, availability of affordable quality child care and traffic flow on major streets

Ratings of community characteristics were compared to the benchmark database. Of the 23 characteristics for which comparisons were available, six were above the benchmark comparison, nine were similar to the benchmark comparison and eight were below.

Residents in the City of Palm Coast were civically engaged. While only 32% 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. About half had had participated in a club or civic group in the City of Palm Coast, which was higher than the benchmark.

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

On average, residents gave generally favorable ratings to many local government services. City services rated were able to be compared to the benchmark database. Of the 29 services for which comparisons were available, eight were above the benchmark comparison, 13 were similar to the benchmark comparison and eight 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 reading the Palm Coast newsletter; while the least popular activities were attending a meeting of local elected officials and participating in a recreation program or activity. Generally, participation rates in the various activities in the community were higher than other communities.

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:

- Fire services
- Recycling
- Economic development
- Land use, planning, and zoning

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: fire services, economic development and land use, planning and zoning. For recycling services, the City of Palm Coast is above the benchmark and should continue to ensure high quality performance.

Community Ratings
Overall Community Quality

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

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

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

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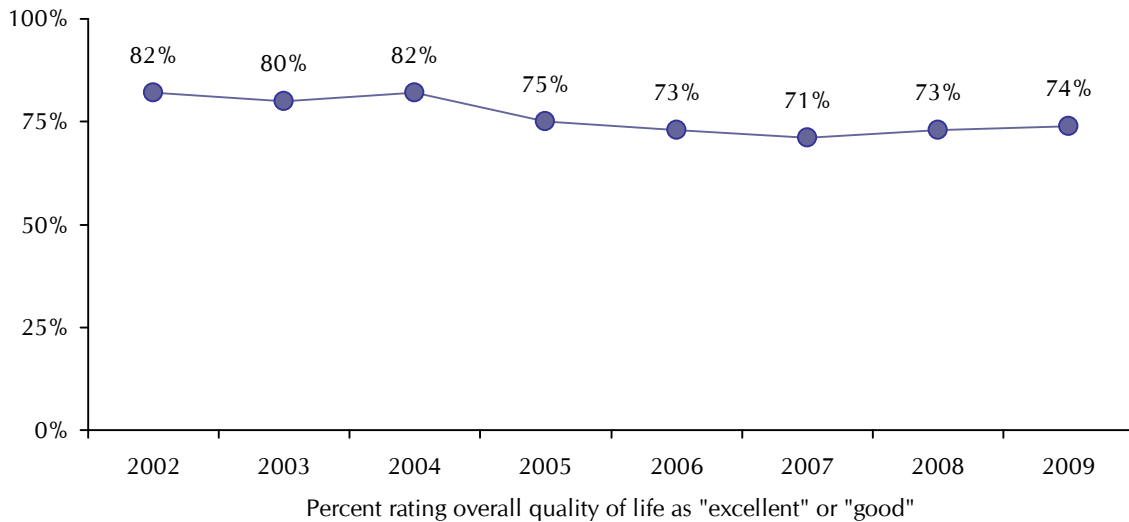
FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

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

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY
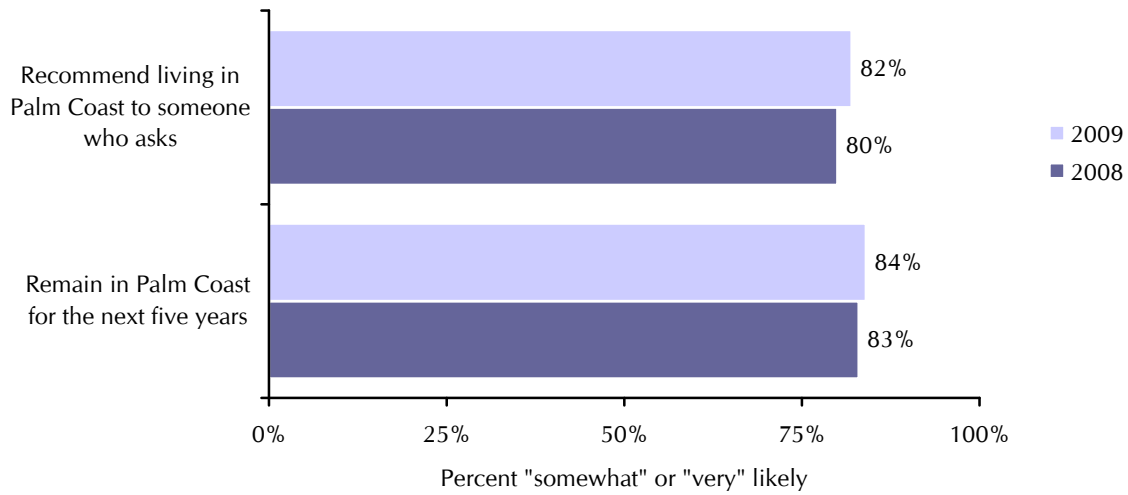
FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2008 to 2009 were generally stable.

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." Availability of paths and walking trails was given the most positive rating, followed by ease of care travel in Palm Coast. These ratings tended to be similar to or below the benchmark and similar to years past. The rating for traffic flow on major streets had increased since the previous survey, and was similar to the benchmark.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Ease of car travel in Palm Coast	50%	41%	39%	20%	16%	22%	37%	51%
Ease of bicycle travel in Palm Coast	49%	45%	45%	42%	33%	46%	41%	43%
Ease of walking in Palm Coast	49%	46%	45%	42%	36%	44%	44%	44%
Availability of paths and walking trails	53%	49%	NA	NA	NA	NA	NA	NA
Traffic flow on major streets	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	Below
Ease of walking in Palm Coast	Below
Ease of bicycle travel in Palm Coast	Similar
Availability of paths and walking trails	Similar
Traffic flow on major streets	Similar

Six transportation services were rated in Palm Coast. As compared to most communities across America, ratings tended to be a mix of positive and negative. Three were above the benchmark, one was below the benchmark and two were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

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

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Above
Street cleaning	Above
Street lighting	Below
Sidewalk maintenance	Similar
Light timing	Similar
Amount of public parking	Above

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

FIGURE 11: MODE OF TRAVEL USED FOR WORK COMMUTE

Percent of days mode used for work commute
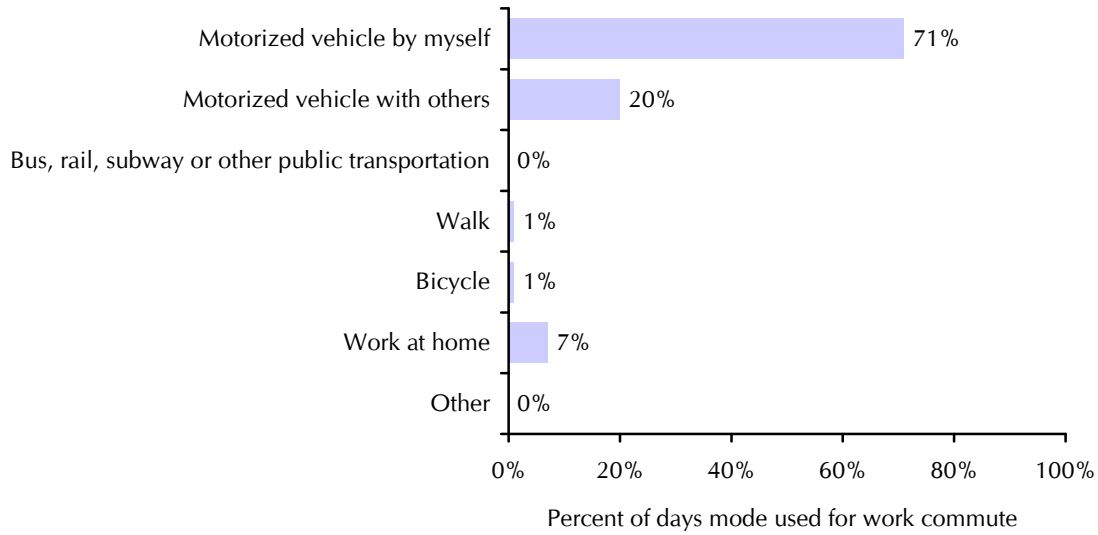
Housing

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 58% of respondents, while the variety of housing options was rated as "excellent" or "good" by 67% of respondents. The rating of perceived affordable housing availability was better in the City of Palm Coast than the ratings, on average, in comparison jurisdictions.

FIGURE 12: RATINGS OF HOUSING IN COMMUNITY BY YEAR

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

FIGURE 13: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Above

To augment the perceptions of affordable housing in Palm Coast, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Palm Coast experiencing housing cost stress. About 45% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 14: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"
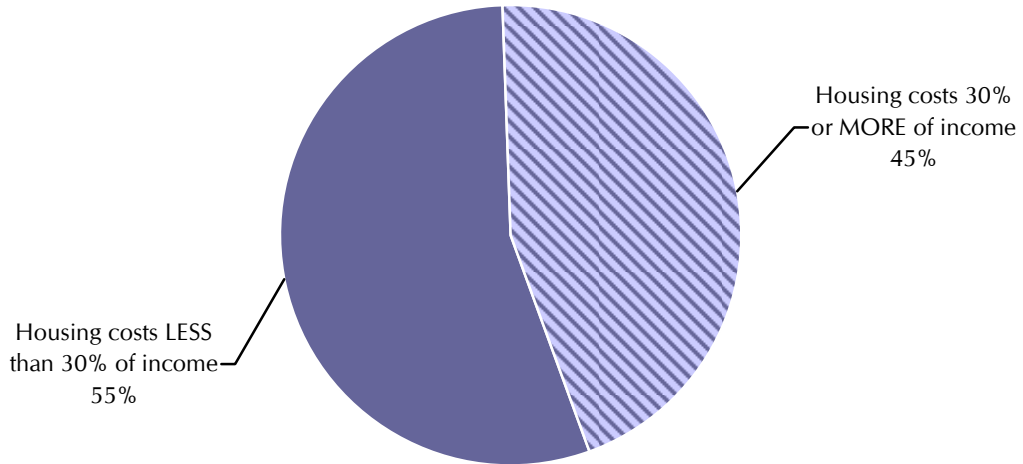

Housing costs 30% or MORE of income
45%

Housing costs LESS than 30% of income
55%

FIGURE 15: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or more of income)	More

Land Use and Zoning

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

The overall quality of new development in the City of Palm Coast was rated as "excellent" or "good" by 61% of respondents. The overall appearance of Palm Coast was rated as "excellent" or "good" by 86% of respondents and was 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, 7% thought they were a "major" or "moderate" problem. The services of land use, planning and zoning, code enforcement and animal control were rated similar to the benchmark. Ratings showed a varied pattern when compared to past years.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

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

FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in city	Above
Overall appearance of Palm Coast	Above
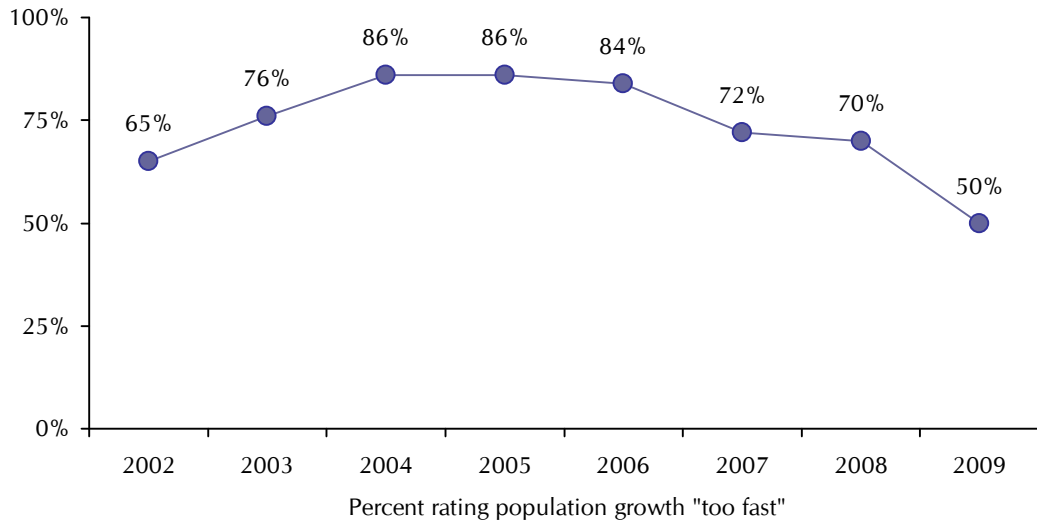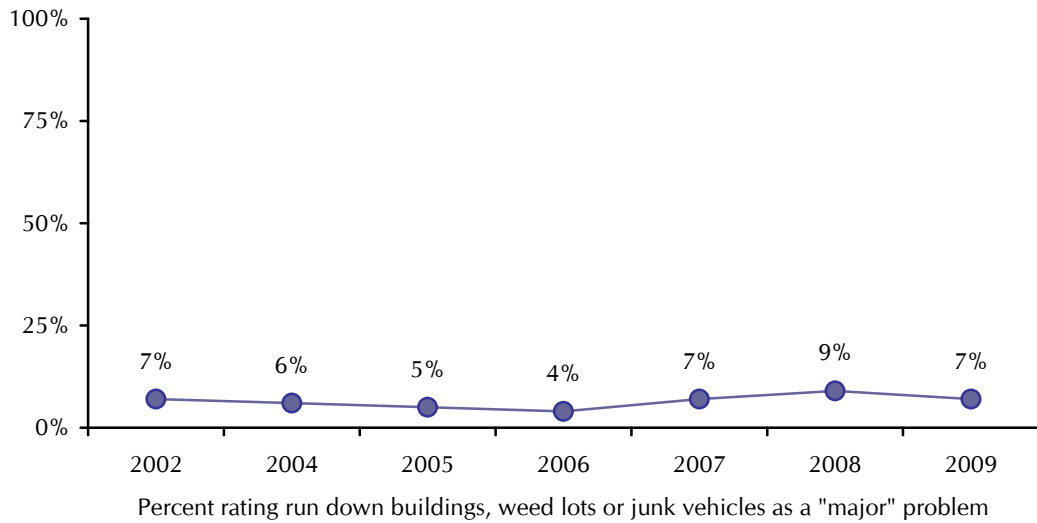
FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

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

FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

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

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

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

Percent "excellent" or "good"

FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Below
Shopping opportunities	Similar
Place to work	Below
Overall quality of business and service establishments in Palm Coast	Below

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from "much too slow" to "much too fast." When asked about the rate of job growth in Palm Coast, 95% responded that it was "too slow," while 39% 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 job growth was too slow.

FIGURE 26: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Jobs growth (too slow)	95%	93%	88%	88%	88%	89%	93%	88%
Retail growth (too slow)	39%	54%	65%	69%	65%	64%	73%	67%

Percent of respondents of growth

FIGURE 27: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	More
Jobs growth seen as too slow	More

FIGURE 28: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

Percent "excellent" or "good"
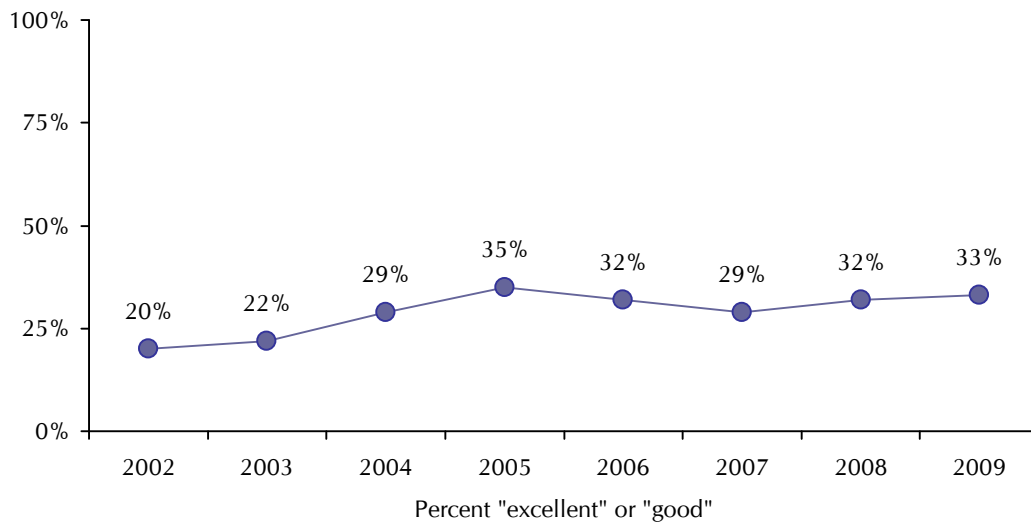
FIGURE 29: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Below

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

FIGURE 30: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

Percent "very" or "somewhat" positive
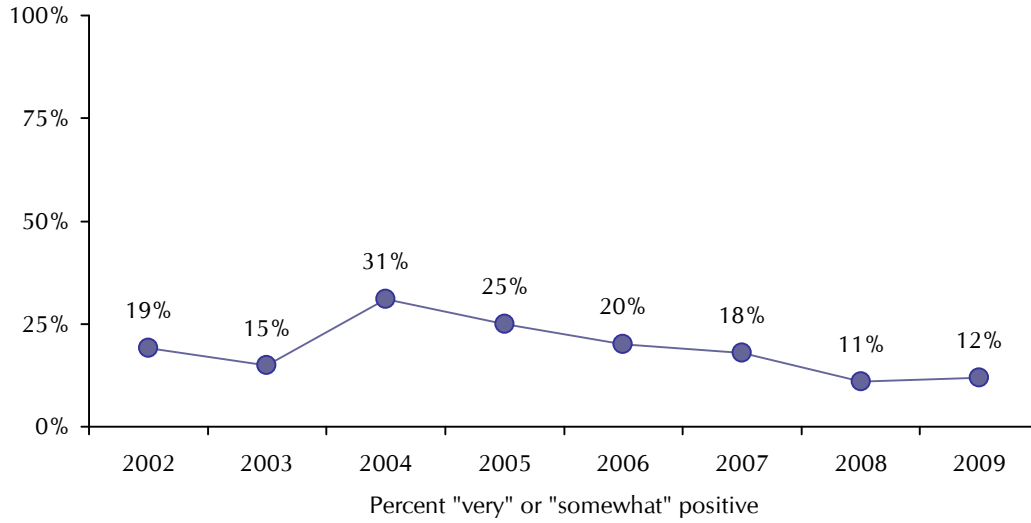
FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the City Palm Coast. About 71% percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 81% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown after dark.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

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

FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Similar
Safety in your neighborhood after dark	Similar
Safety in Palm Coast's downtown area during the day	Similar
Safety in Palm Coast's downtown area after dark	Above
Safety from violent crime (e.g., rape, assault, robbery)	Similar
Safety from property crimes (e.g., burglary, theft)	Below
Toxic waste or other environmental hazard(s)	Above

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 80% had reported it to police. Compared to other jurisdictions about the same percent of Palm Coast residents had been victims of crime in the 12 months preceding the survey and more Palm Coast residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING BY YEAR

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

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated six City public safety services; of these, three were rated above the benchmark comparison and three were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and traffic enforcement received the lowest ratings. All were rated similar compared to previous years.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

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

FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
EMS/ambulance	Above
Fire prevention and education	Above
Traffic enforcement	Similar
Emergency preparedness	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 69% of survey respondents. Cleanliness of Palm Coast received the highest rating, and it was above the benchmark.

FIGURE 38: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Cleanliness of Palm Coast	85%	NA	NA	NA	NA	NA	NA	NA
Quality of overall natural environment in Palm Coast	69%	71%	NA	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	66%	56%	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 39: COMMUNITY ENVIRONMENT BENCHMARKS

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

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 40: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months
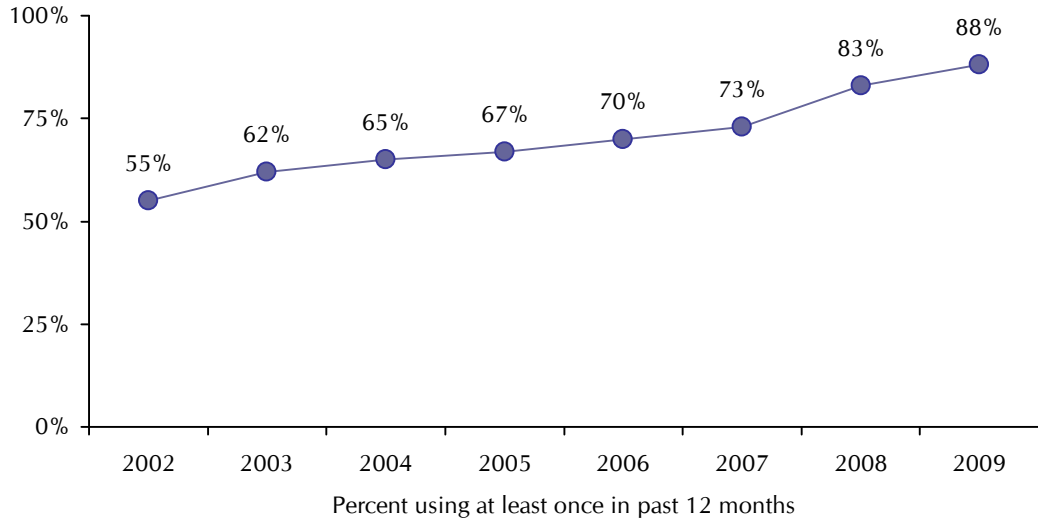
FIGURE 41: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the five utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, one was similar and two were below the benchmark comparison. These service ratings trends were stable when compared to past surveys.

FIGURE 42: RATINGS OF UTILITY SERVICES BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Sewer services	72%	69%	64%	63%	64%	88%	64%	68%
Drinking water	58%	56%	53%	55%	52%	55%	54%	55%
Storm drainage	49%	46%	40%	32%	29%	35%	21%	40%
Recycling	87%	84%	81%	80%	84%	79%	81%	83%
Garbage collection	86%	86%	85%	82%	87%	86%	87%	83%

Percent "excellent" or "good"

FIGURE 43: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Similar
Drinking water	Below
Storm drainage	Below
Recycling	Above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Palm Coast were rated somewhat positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated similar to the benchmark. Recreational opportunities received the lowest rating and were lower than the national benchmark, but had increased compared to past survey years. Parks and recreation ratings have generally stayed constant.

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. However, recreation program use in Palm Coast was lower than use in comparison jurisdictions.

FIGURE 44: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"
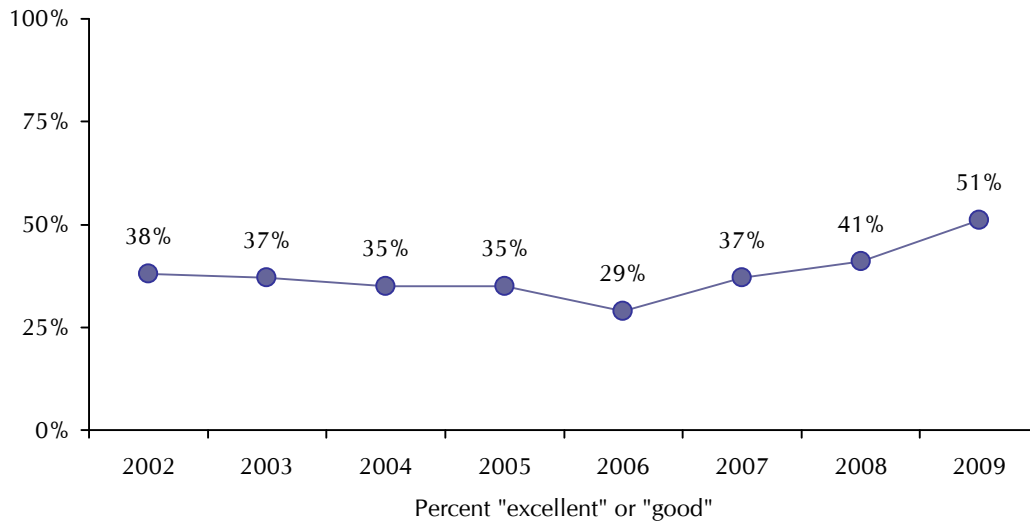
FIGURE 45: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Below

FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

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

Percent using at least once in last 12 months

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

FIGURE 48: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

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

Percent "excellent" or "good"

FIGURE 49: 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 an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 religious or spiritual activities.

FIGURE 50: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Participated in religious or spiritual activities in Palm Coast	65%	NA	NA	NA	NA	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 51: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Participated in religious or spiritual activities in Palm Coast	More

Health and Wellness

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

Residents of the City of Palm Coast were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable health care and preventative health services were rated similarly for the City of Palm Coast.

Among Palm Coast residents, 46% rated affordable quality health care as "excellent" or "good." Those ratings were similar to the ratings of comparison communities.

FIGURE 52: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

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

FIGURE 53: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

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

Health related services offered in the City of Palm Coast were rated "excellent" or "good" by 57% or respondents and were similar to the benchmark.

FIGURE 54: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

Percent "excellent" or "good"
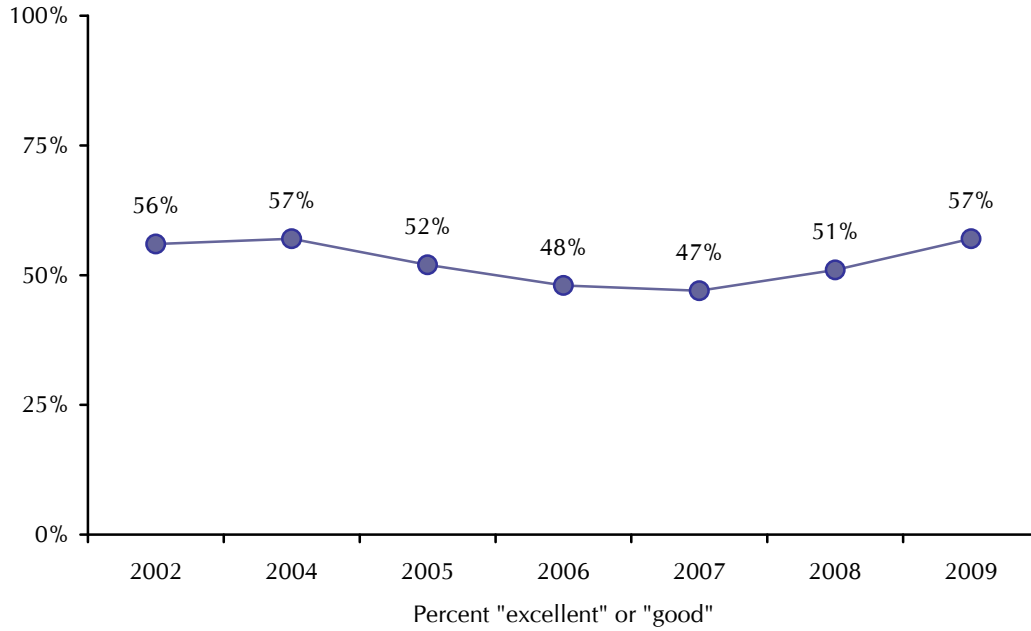
Question not asked in 2003

FIGURE 55: HEALTH AND WELLNESS 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 moderate percentage of residents rated the City of Palm Coast as an "excellent" or "good" place to raise kids and a higher percentage rated it as an excellent or good place to retire.

FIGURE 56: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Availability of affordable quality child care	32%	27%	27%	30%	24%	32%	NA	NA
Palm Coast as a place to raise children	60%	61%	60%	66%	70%	72%	75%	69%
Palm Coast as a place to retire	73%	78%	76%	71%	78%	81%	83%	84%

Percent "excellent" or "good"

FIGURE 57: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality child care	Below
Palm Coast as a place to raise kids	Below
Palm Coast as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 33% to 55% with ratings of "excellent" or "good" and were below the benchmark.

FIGURE 58: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

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

Percent "excellent" or "good"

FIGURE 59: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Below
Services to youth	Below
Services to low income residents	Below

CIVIC ENGAGEMENT

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

Civic Activity

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

Ratings of civic engagement opportunities were similar to ratings from comparison jurisdictions where these questions were asked.

FIGURE 60: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES
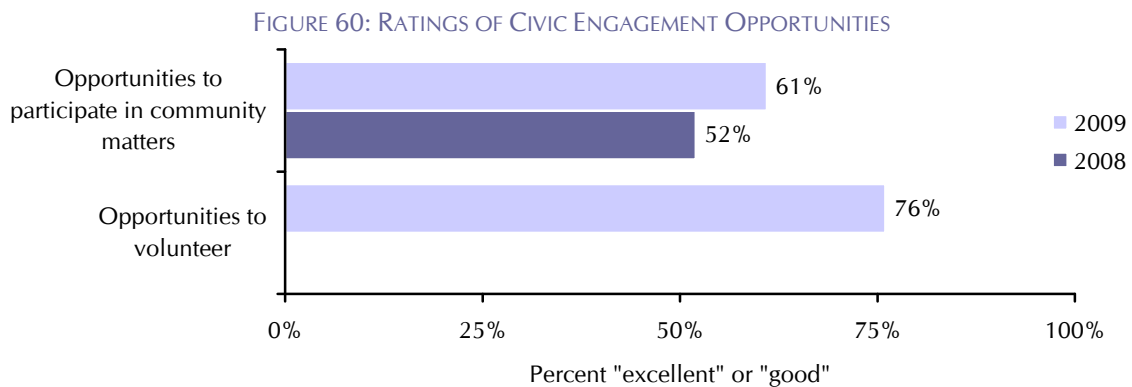
Note: These questions were not asked in previous surveys.

FIGURE 61: 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. Those who had watched a meeting or local elected official or other local public meeting on cable television and provided help to a neighbor showed similar rates of involvement; while those who had participated in a club or civic group in Palm coast and those who had attended a meeting of local elected officials or other local public meeting showed higher rates.

FIGURE 62: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Attended a meeting of local elected officials or other local public meeting	32%	35%	32%	34%	39%	33%	37%	41%
Watched a meeting of local elected officials or other local public meeting on cable television	47%	50%	51%	44%	44%	44%	44%	50%
Participated in a club or civic group in Palm Coast	45%	43%	NA	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	97%	NA	NA	NA	NA	NA	90%	89%

Percent participating at least once in the last 12 months

FIGURE 63: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	More
Watched a meeting of local elected officials or other local public meeting on cable television	Similar
Participated in a club or civic group in Palm Coast	More
Provided help to a friend or neighbor	Similar

City of Palm Coast residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-three percent reported they were registered to vote and 90% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 64: REPORTED VOTING BEHAVIOR BY YEAR

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

Percent "yes"

FIGURE 65: VOTING BEHAVIOR BENCHMARKS

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

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Palm Coast Web site in the previous 12 months, 64% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 66: USE OF INFORMATION SOURCES BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
Read Palm Coast Newsletter	92%	92%	95%	95%	96%	NA	96%	88%
Visited the City of Palm Coast Web site (at www.ci.palm-coast.fl.us)	64%	60%	45%	35%	34%	26%	26%	21%
Percent using at least once in last 12 months								

FIGURE 67: USE OF INFORMATION SOURCES BENCHMARKS

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

FIGURE 68: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

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

FIGURE 69: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Below

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 56% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 70: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES
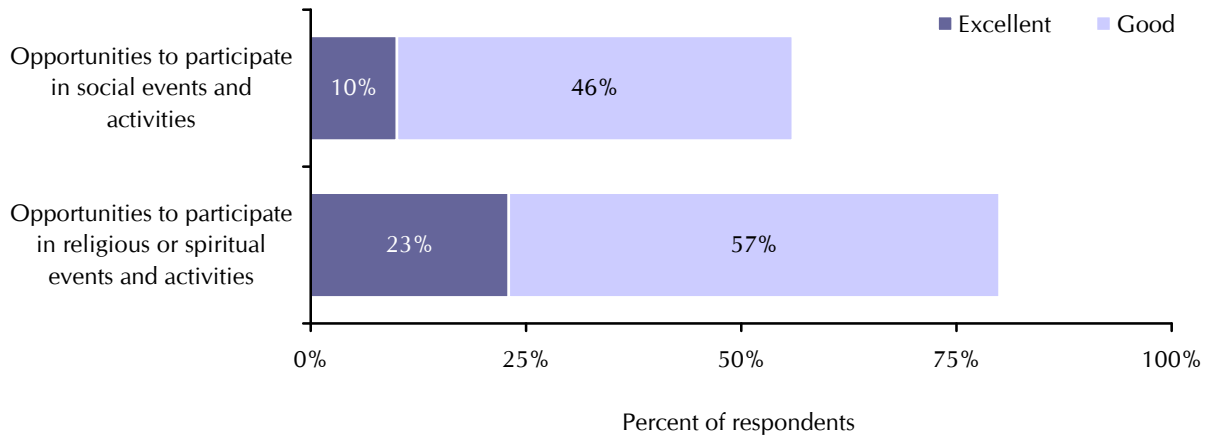
FIGURE 71: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in Palm Coast reported a strong amount of neighborliness. More than 87% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 72: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

About how often, if at all, do you talk to or visit with your immediate neighbors?

Less than once a month
13%

At least once a month
87%
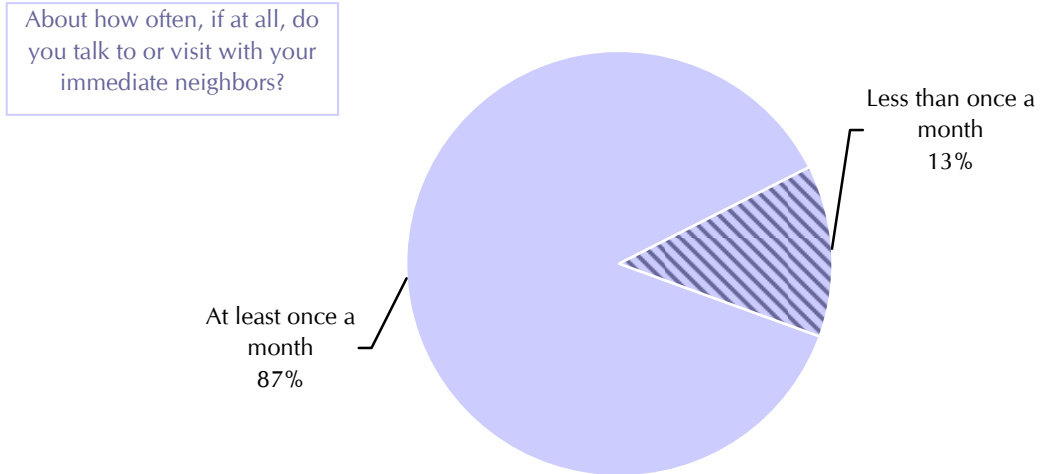
FIGURE 73: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least once per month	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 listening to citizens, 37% rated it as "excellent" or "good." Of these four ratings, two were similar to the benchmark and two were below the benchmark.

FIGURE 74: PUBLIC TRUST RATINGS BY YEAR

	2009	2008	2007	2006	2005	2004	2003	2002
The value of services for the taxes paid to Palm Coast	56%	49%	48%	52%	59%	58%	58%	52%
The overall direction that Palm Coast is taking	55%	53%	50%	44%	47%	54%	50%	44%
The job Palm Coast government does at welcoming citizen involvement	47%	42%	50%	46%	49%	61%	56%	56%
The job Palm Coast government does at listening to citizens	37%	32%	33%	33%	35%	35%	42%	37%

Percent "excellent" or "good"
Note: In previous years, these questions were asked on an "agree/disagree" scale.

FIGURE 75: 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	Similar
Job Palm Coast government does at welcoming citizen involvement	Below
Job Palm Coast government does at listening to citizens	Below

On average, residents of the City of Palm Coast gave the highest evaluations to their own local government and the lowest average rating to state government. The overall quality of services provided by the City of Palm Coast was rated as "excellent" or "good" by 74% of survey participants. The City of Palm Coast's rating was above the benchmark when compared to other communities. Ratings of overall City services have increased over the last year.

FIGURE 76: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF PALM COAST BY YEAR

Percent "excellent" or "good"
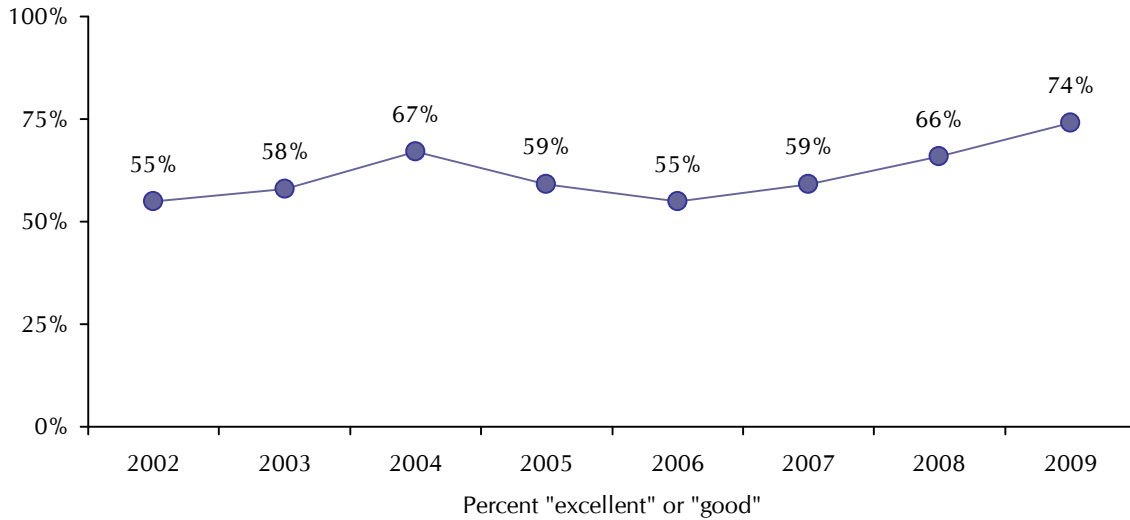
FIGURE 77: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

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

FIGURE 78: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Palm Coast	Above
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 or over the phone in the last 12 months; the 59% who reported that they had been in contact (a percent that is similar to 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 favorably; 74% of respondents rated their overall impression as "excellent" or "good." Employee ratings were similar to the benchmark and were similar to past survey years.

FIGURE 79: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR
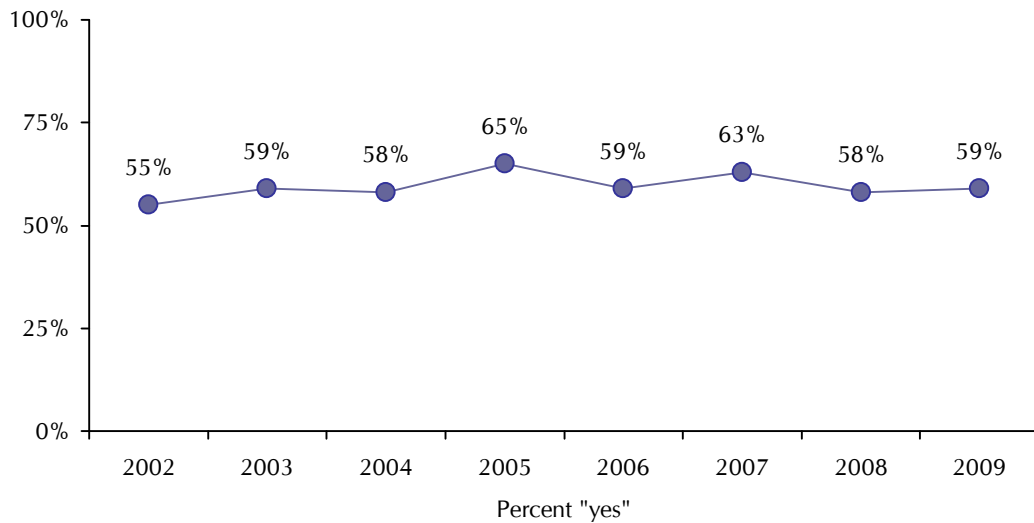
FIGURE 80: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with city employee(s) in last 12 months	Similar

FIGURE 81: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

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

Percent "excellent" or "good"

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

	Comparison to benchmark
City employee knowledge	Below
City employee responsiveness	Similar
City employee courteousness	Similar
Overall impression	Similar

From Data to Action

Resident Priorities

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

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. 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 Key Driver Analysis, 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 Key Driver Analysis (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.

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

- Fire services
- Recycling
- Economic development
- Land use, planning, and zoning

CITY OF PALM COAST ACTION CHART

The 2009 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 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 that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-four services were included in the KDA for the City of Palm Coast. Of these, seven were above the benchmark, five were below the benchmark and twelve were similar to the benchmark Ratings for seven services were trending up, while seventeen remained similar to the previous survey. A key icon (🔑) indicates the four key drivers.

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

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

FIGURE 83: CITY OF PALM COAST ACTION CHART™

Overall Quality of City of Palm Coast Services

Community Design

- Planning and zoning *(Key Driver)*
- Code enforcement *(Rating increase)*
- Economic development *(Key Driver)*
- Street lighting
- Traffic signal timing

- Animal control *(Rating increase)*
- Street repair *(Rating increase)*
- Sidewalk Maintenance
- Street cleaning *(Rating increase)*

Public Safety

- Emergency preparedness
- Fire services *(Key Driver)*
- Traffic enforcement

- Police services *(Rating increase)*
- EMS

Recreation and Wellness

- City parks
- Recreation facilities

- Health services

Environmental Sustainability

- Drinking water
- Garbage collection
- Preservation of natural areas *(Rating increase)*

- Recycling *(Key Driver)*
- Sewer services
- Storm drainage

Civic Engagement

- Public information *(Rating increase)*

Legend

Above Benchmark	Similar to Benchmark	Below Benchmark

- Key Driver
- ⬆ Rating increase
- ⬇ Rating decrease

Using Your Action Chart™

The key drivers derived for 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 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 data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, City of Palm Coast key drivers that overlap core services or the nationally derived keys.

FIGURE 84: KEY DRIVERS COMPARED

Service	City of Palm Coast Key Drivers	National Key Drivers	Core Services
Code enforcement			✓
Economic development	✓	✓	
EMS			✓
Fire	✓		✓
Garbage collection			✓
Land use planning and zoning	✓	✓	
Police services		✓	✓
Public information services		✓	
Public schools		✓	
Recycling	✓		
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

POLICY QUESTIONS

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

Policy Question 1					
Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:	Extremely important	Very important	Somewhat important	Not at all important	Total
Stormwater improvements	33%	40%	25%	3%	100%
Funding for Capital improvements	16%	44%	33%	7%	100%
Expansion of Parks	13%	24%	48%	16%	100%
Expansion of Recreation Services	10%	29%	48%	13%	100%
Economic development	43%	40%	15%	2%	100%
Commercial development	35%	35%	23%	7%	100%
Construction of additional community center	9%	19%	38%	33%	100%
Construction of tennis and golf facilities	5%	11%	29%	55%	100%

Policy Question 2						
Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Total
Building department	13%	29%	41%	8%	9%	100%
City administration	14%	36%	35%	9%	7%	100%
Capital projects	8%	29%	47%	11%	5%	100%
City Clerk	17%	34%	41%	5%	2%	100%
Code enforcement	14%	34%	26%	16%	10%	100%
Engineering/Stormwater	12%	34%	31%	15%	7%	100%
Finance	7%	27%	42%	12%	12%	100%
Fire & Rescue	47%	37%	13%	2%	1%	100%
Law enforcement	34%	41%	16%	5%	5%	100%
Planning & Zoning	11%	31%	34%	12%	12%	100%
Public works	16%	39%	35%	6%	3%	100%
Recreation & Parks	18%	43%	31%	5%	4%	100%
Water & Sewer	18%	39%	27%	11%	5%	100%

Policy Question 3						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	Never	Once or twice	Monthly	Weekly	Daily	Total
Read City Newsletter 'The Palm Coaster'	12%	27%	51%	7%	3%	100%
Read the Palm Coast News Tribune/Journal	14%	20%	16%	27%	23%	100%
Read the Flagler Times	22%	29%	17%	26%	6%	100%
Attended or watched City Council meeting on television	57%	32%	8%	3%	1%	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	31%	48%	19%	1%	100%
Your neighborhood as a place to live	31%	47%	20%	3%	100%
Palm Coast as a place to raise children	20%	40%	31%	9%	100%
Palm Coast as a place to work	3%	17%	27%	54%	100%
Palm Coast as a place to retire	30%	43%	21%	6%	100%
The overall quality of life in Palm Coast	23%	51%	22%	4%	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
Overall appearance of Palm Coast	29%	57%	14%	0%	100%
Cleanliness of Palm Coast	34%	51%	14%	1%	100%
Overall quality of new development in Palm Coast	15%	46%	31%	8%	100%
Variety of housing options	15%	52%	26%	6%	100%
Overall quality of business and service establishments in Palm Coast	10%	42%	36%	12%	100%
Shopping opportunities	12%	37%	39%	12%	100%
Recreational opportunities	12%	39%	33%	16%	100%
Employment opportunities	0%	6%	28%	66%	100%
Opportunities to participate in social events and activities	10%	46%	32%	12%	100%
Opportunities to participate in religious or spiritual events and activities	23%	57%	17%	2%	100%
Opportunities to volunteer	21%	55%	21%	2%	100%
Opportunities to participate in community matters	12%	49%	31%	8%	100%
Ease of car travel in Palm Coast	13%	37%	30%	20%	100%
Ease of bicycle travel in Palm Coast	15%	35%	28%	23%	100%
Ease of walking in Palm Coast	14%	35%	27%	24%	100%
Availability of paths and walking trails	16%	37%	28%	18%	100%
Traffic flow on major streets	6%	34%	36%	23%	100%
Amount of public parking	14%	46%	29%	11%	100%
Availability of affordable quality housing	14%	44%	31%	11%	100%
Availability of affordable quality child care	6%	27%	44%	24%	100%
Availability of affordable quality health care	9%	37%	35%	19%	100%
Availability of preventive health services	11%	37%	37%	16%	100%
Quality of overall natural environment in Palm Coast	18%	51%	26%	5%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Palm Coast over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	2%	7%	41%	32%	18%	100%
Retail growth (stores, restaurants, etc.)	8%	31%	47%	10%	4%	100%
Jobs growth	58%	37%	4%	0%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palm Coast?	Percent of respondents
Not a problem	24%
Minor problem	41%
Moderate problem	27%
Major problem	7%
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)	22%	49%	13%	15%	1%	100%
Property crimes (e.g., burglary, theft)	13%	38%	18%	24%	8%	100%
Environmental hazards, including toxic waste	36%	45%	15%	4%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	57%	33%	6%	4%	1%	100%
In your neighborhood after dark	29%	44%	10%	12%	5%	100%
In Palm Coast's downtown area during the day	45%	45%	7%	2%	1%	100%
In Palm Coast's downtown area after dark	19%	45%	19%	13%	5%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	20%
Yes	80%
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 recreation centers	45%	24%	18%	7%	5%	100%
Participated in a recreation program or activity	55%	22%	13%	5%	5%	100%
Visited a neighborhood park or City park	17%	31%	32%	13%	8%	100%
Attended a meeting of local elected officials or other local public meeting	68%	24%	7%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	53%	31%	12%	3%	1%	100%
Read Palm Coast Newsletter	8%	22%	46%	13%	10%	100%
Visited the City of Palm Coast Web site (at www.ci.palm-coast.fl.us)	36%	21%	24%	10%	8%	100%
Recycled used paper, cans or bottles from your home	12%	4%	7%	7%	69%	100%
Participated in religious or spiritual activities in Palm Coast	35%	15%	18%	7%	24%	100%
Participated in a club or civic group in Palm Coast	55%	13%	14%	7%	11%	100%
Provided help to a friend or neighbor	3%	19%	39%	19%	20%	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	30%
Several times a week	29%
Several times a month	22%
Once a month	7%
Several times a year	6%
Once a year or less	3%
Never	4%
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	25%	53%	15%	6%	100%
Fire services	41%	53%	6%	0%	100%
Ambulance or emergency medical services	41%	51%	7%	0%	100%
Fire prevention and education	28%	50%	19%	3%	100%
Traffic enforcement	17%	44%	28%	11%	100%
Street repair	16%	47%	26%	11%	100%
Street cleaning	18%	53%	20%	9%	100%
Street lighting	10%	28%	27%	35%	100%
Sidewalk maintenance	11%	41%	32%	16%	100%
Traffic signal timing	9%	38%	28%	26%	100%
Garbage collection	35%	51%	12%	3%	100%
Recycling	34%	53%	11%	2%	100%
Storm drainage	12%	37%	29%	22%	100%
Drinking water	18%	39%	28%	14%	100%
Sewer services	18%	54%	23%	5%	100%
City parks	25%	54%	19%	2%	100%
Recreation programs or classes	20%	51%	24%	6%	100%
Recreation centers or facilities	16%	50%	28%	6%	100%
Land use, planning and zoning	5%	37%	42%	16%	100%
Code enforcement (weeds, abandoned buildings, etc)	8%	42%	33%	17%	100%
Animal control	13%	48%	28%	10%	100%
Economic development	5%	28%	40%	27%	100%
Health services	12%	45%	31%	11%	100%
Services to seniors	14%	41%	33%	12%	100%
Services to youth	11%	32%	30%	27%	100%
Services to low-income people	7%	26%	36%	32%	100%
Public information services	10%	42%	35%	12%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	53%	22%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	16%	50%	25%	9%	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	19%	55%	21%	5%	100%
The Federal Government	5%	37%	41%	17%	100%
The State Government	5%	36%	42%	17%	100%
Flagler County Government	8%	48%	34%	10%	100%

Question 13: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	41%
Yes	59%
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	25%	50%	17%	8%	100%
Responsiveness	30%	47%	13%	11%	100%
Courtesy	37%	42%	14%	7%	100%
Overall impression	29%	45%	18%	8%	100%

Question 15: Government Performance					
Please rate the following categories of Palm Coast government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Palm Coast	11%	45%	33%	11%	100%
The overall direction that Palm Coast is taking	9%	47%	33%	12%	100%
The job Palm Coast government does at welcoming citizen involvement	9%	38%	37%	15%	100%
The job Palm Coast government does at listening to citizens	6%	31%	44%	19%	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%	39%	10%	7%	100%
Remain in Palm Coast for the next five years	59%	25%	8%	8%	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	4%
Somewhat positive	8%
Neutral	39%
Somewhat negative	33%
Very negative	15%
Total	100%

Question 18a: Policy Question 1					
Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:	Extremely important	Very important	Somewhat important	Not at all important	Total
Stormwater improvements	33%	40%	25%	3%	100%
Funding for Capital improvements	16%	44%	33%	7%	100%
Expansion of Parks	13%	24%	48%	16%	100%
Expansion of Recreation Services	10%	29%	48%	13%	100%
Economic development	43%	40%	15%	2%	100%
Commercial development	35%	35%	23%	7%	100%
Construction of additional community center	9%	19%	38%	33%	100%
Construction of tennis and golf facilities	5%	11%	29%	55%	100%

Question 18b: Policy Question 2						
Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Total
Building department	13%	29%	41%	8%	9%	100%
City administration	14%	36%	35%	9%	7%	100%
Capital projects	8%	29%	47%	11%	5%	100%
City Clerk	17%	34%	41%	5%	2%	100%
Code enforcement	14%	34%	26%	16%	10%	100%
Engineering/Stormwater	12%	34%	31%	15%	7%	100%
Finance	7%	27%	42%	12%	12%	100%
Fire & Rescue	47%	37%	13%	2%	1%	100%
Law enforcement	34%	41%	16%	5%	5%	100%
Planning & Zoning	11%	31%	34%	12%	12%	100%
Public works	16%	39%	35%	6%	3%	100%
Recreation & Parks	18%	43%	31%	5%	4%	100%
Water & Sewer	18%	39%	27%	11%	5%	100%

Question 18c: Policy Question 3						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	Never	Once or twice	Monthly	Weekly	Daily	Total
Read City Newsletter 'The Palm Coaster'	12%	27%	51%	7%	3%	100%
Read the Palm Coast News Tribune/Journal	14%	20%	16%	27%	23%	100%
Read the Flagler Times	22%	29%	17%	26%	6%	100%
Attended or watched City Council meeting on television	57%	32%	8%	3%	1%	100%

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

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	20%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	7%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Palm Coast?	Percent of respondents
Less than 2 years	10%
2 to 5 years	33%
6 to 10 years	26%
11 to 20 years	21%
More than 20 years	9%
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	92%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	4%
Mobile home	0%
Other	0%
Total	100%

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

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	6%
$300 to $599 per month	10%
$600 to $999 per month	29%
$1,000 to $1,499 per month	27%
$1,500 to $2,499 per month	22%
$2,500 or more per month	6%
Total	100%

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

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	56%
Yes	44%
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	14%
$25,000 to $49,999	35%
$50,000 to $99,999	38%
$100,000 to $149,000	8%
$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	8%
White	86%
Other	5%

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

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	15%
35 to 44 years	12%
45 to 54 years	16%
55 to 64 years	20%
65 to 74 years	24%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	7%
Yes	92%
Ineligible to vote	1%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	10%
Yes	89%
Ineligible to vote	1%
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	31%	147	48%	225	19%	90	1%	6	0%	2	100%	470
Your neighborhood as a place to live	31%	142	47%	217	20%	91	3%	12	1%	3	100%	464
Palm Coast as a place to raise children	16%	72	32%	144	24%	110	7%	33	20%	92	100%	451
Palm Coast as a place to work	3%	12	13%	60	21%	96	43%	194	20%	88	100%	449
Palm Coast as a place to retire	28%	130	39%	183	19%	90	6%	26	8%	36	100%	466
The overall quality of life in Palm Coast	23%	105	51%	237	22%	101	4%	19	0%	1	100%	463

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	
Overall appearance of Palm Coast	29%	136	57%	267	14%	65	0%	1	0%	2	100%	471
Cleanliness of Palm Coast	34%	160	50%	237	14%	66	1%	6	0%	1	100%	470
Overall quality of new development in Palm Coast	14%	67	44%	202	30%	139	7%	34	4%	21	100%	462
Variety of housing options	15%	68	50%	229	25%	115	6%	28	4%	21	100%	462
Overall quality of business and service establishments in Palm Coast	10%	48	42%	194	35%	165	12%	55	1%	5	100%	467
Shopping opportunities	12%	53	37%	172	39%	180	12%	57	0%	1	100%	464
Recreational opportunities	11%	52	37%	170	31%	143	16%	72	4%	19	100%	457
Employment opportunities	0%	1	5%	23	23%	105	55%	247	17%	76	100%	452
Opportunities to participate in social events and activities	10%	45	44%	202	31%	143	11%	53	4%	20	100%	464
Opportunities to participate in religious or spiritual events and activities	20%	94	50%	231	15%	70	2%	8	13%	60	100%	463
Opportunities to volunteer	18%	85	47%	218	18%	84	2%	9	15%	68	100%	464
Opportunities to participate in community matters	11%	50	43%	198	27%	124	7%	34	12%	54	100%	459
Ease of car travel in Palm Coast	13%	61	36%	165	30%	136	19%	88	1%	6	100%	455
Ease of bicycle travel in Palm Coast	12%	56	29%	135	23%	108	19%	88	16%	74	100%	461
Ease of walking in Palm Coast	14%	65	34%	157	26%	120	23%	107	3%	16	100%	464
Availability of paths and walking trails	16%	74	36%	165	27%	127	18%	83	3%	14	100%	462
Traffic flow on major streets	6%	29	34%	159	36%	167	23%	109	1%	5	100%	468
Amount of public parking	13%	59	44%	203	28%	129	10%	47	6%	26	100%	464
Availability of affordable quality housing	13%	58	38%	177	27%	125	10%	45	12%	56	100%	460
Availability of affordable quality child care	2%	11	11%	50	19%	84	10%	45	57%	255	100%	445
Availability of affordable quality health care	8%	35	32%	147	31%	139	17%	76	13%	59	100%	456
Availability of preventive health services	8%	38	29%	132	29%	133	12%	56	21%	95	100%	454
Quality of overall natural environment in Palm Coast	17%	79	50%	234	25%	117	5%	24	2%	10	100%	464

Question 3: Growth												
Please rate the speed of growth in the following categories in Palm Coast over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	2%	7	7%	32	38%	176	30%	139	17%	77	7%	34	100%	466
Retail growth (stores, restaurants, etc.)	8%	36	30%	138	45%	210	10%	45	4%	17	4%	19	100%	466
Jobs growth	48%	220	31%	141	3%	15	0%	1	0%	2	18%	81	100%	461

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	23%	108
Minor problem	39%	183
Moderate problem	26%	122
Major problem	7%	32
Don't know	5%	25
Total	100%	470

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)	22%	101	48%	221	13%	59	14%	66	1%	6	2%	8	100%	462
Property crimes (e.g., burglary, theft)	13%	59	37%	170	18%	82	23%	107	7%	34	3%	12	100%	462
Environmental hazards, including toxic waste	31%	144	39%	180	13%	59	3%	16	1%	3	13%	58	100%	461

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	57%	269	33%	156	6%	26	4%	17	1%	3	0%	0	100%	471
In your neighborhood after dark	29%	138	44%	205	10%	47	12%	55	5%	23	0%	1	100%	468
In Palm Coast's downtown area during the day	43%	202	43%	201	6%	30	2%	10	1%	4	4%	19	100%	467
In Palm Coast's downtown area after dark	17%	80	41%	190	17%	79	12%	54	4%	20	9%	44	100%	467

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	86%	401
Yes	12%	55
Don't know	2%	7
Total	100%	463

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	11
Yes	74%	46
Don't know	7%	5
Total	100%	62

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 recreation centers	45%	206	24%	110	18%	85	7%	34	5%	25	100%	460
Participated in a recreation program or activity	55%	250	22%	100	13%	57	5%	23	5%	23	100%	452
Visited a neighborhood park or City park	17%	76	31%	138	32%	143	13%	61	8%	36	100%	454
Attended a meeting of local elected officials or other local public meeting	68%	314	24%	111	7%	33	1%	4	0%	1	100%	462
Watched a meeting of local elected officials or other local public meeting on cable television	53%	243	31%	142	12%	53	3%	14	1%	3	100%	455
Read Palm Coast Newsletter	8%	38	22%	100	46%	210	13%	61	10%	44	100%	454
Visited the City of Palm Coast Web site (at www.ci.palm-coast.fl.us)	36%	164	21%	95	24%	110	10%	46	8%	37	100%	452
Recycled used paper, cans or bottles from your home	12%	56	4%	19	7%	31	7%	34	69%	314	100%	454
Participated in religious or spiritual activities in Palm Coast	35%	161	15%	68	18%	82	7%	33	24%	111	100%	455
Participated in a club or civic group in Palm Coast	55%	253	13%	62	14%	63	7%	31	11%	53	100%	462
Provided help to a friend or neighbor	3%	16	19%	87	39%	180	19%	87	20%	95	100%	464

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	30%	140
Several times a week	29%	134
Several times a month	22%	103
Once a month	7%	31
Several times a year	6%	29
Once a year or less	3%	13
Never	4%	17
Total	100%	468

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	23%	104	48%	221	14%	64	6%	25	10%	45	100%	459
Fire services	35%	159	45%	208	5%	22	0%	1	15%	70	100%	460
Ambulance or emergency medical services	33%	150	41%	187	6%	27	0%	1	20%	93	100%	457
Fire prevention and education	19%	89	35%	162	13%	60	2%	11	30%	136	100%	457
Traffic enforcement	16%	71	42%	190	27%	122	10%	48	6%	25	100%	456
Street repair	16%	71	46%	210	26%	119	11%	50	2%	7	100%	457
Street cleaning	17%	77	49%	225	19%	86	8%	38	7%	32	100%	458
Street lighting	10%	46	27%	125	26%	121	35%	160	1%	4	100%	455
Sidewalk maintenance	10%	45	35%	161	28%	126	14%	65	13%	58	100%	455
Traffic signal timing	9%	39	37%	168	27%	124	26%	115	1%	5	100%	452
Garbage collection	35%	161	51%	234	12%	54	3%	12	0%	1	100%	463
Recycling	32%	144	49%	225	10%	47	2%	10	6%	29	100%	455
Storm drainage	12%	54	35%	163	28%	130	21%	98	3%	14	100%	459
Drinking water	18%	83	39%	179	27%	126	14%	65	1%	7	100%	460
Sewer services	16%	74	50%	225	21%	94	5%	23	8%	37	100%	453
City parks	22%	98	47%	214	17%	77	2%	10	12%	53	100%	452
Recreation programs or classes	13%	60	34%	155	16%	72	4%	18	33%	151	100%	457
Recreation centers or facilities	12%	52	36%	162	20%	89	5%	20	28%	124	100%	447
Land use, planning and zoning	4%	18	27%	123	31%	139	12%	54	26%	116	100%	450
Code enforcement (weeds, abandoned buildings, etc)	7%	32	38%	172	30%	135	15%	68	10%	46	100%	453
Animal control	11%	48	38%	172	22%	101	8%	38	22%	99	100%	457
Economic development	4%	19	23%	104	32%	145	22%	99	19%	88	100%	454
Health services	11%	48	38%	172	26%	119	10%	43	15%	69	100%	451
Services to seniors	9%	42	27%	123	22%	101	8%	36	35%	160	100%	461
Services to youth	6%	28	19%	87	18%	82	16%	72	41%	189	100%	457
Services to low-income people	3%	14	12%	53	16%	73	14%	65	55%	248	100%	454

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	
Public information services	9%	39	35%	159	29%	131	10%	45	18%	83	100%	458
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	70	43%	197	18%	82	6%	26	18%	80	100%	455
Preservation of natural areas such as open space, farmlands and greenbelts	13%	58	40%	182	20%	89	7%	32	21%	95	100%	455

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	18%	84	54%	250	20%	93	5%	24	2%	11	100%	464
The Federal Government	4%	21	30%	140	34%	159	14%	64	17%	78	100%	462
The State Government	4%	20	31%	142	35%	162	14%	66	16%	74	100%	463
Flagler County Government	7%	33	43%	199	31%	143	9%	43	10%	46	100%	463

Question 13: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	41%	186
Yes	59%	266
Total	100%	452

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	24%	71	48%	145	16%	48	8%	23	5%	14	100%	300
Responsiveness	28%	85	45%	135	12%	37	10%	30	4%	12	100%	299
Courtesy	35%	106	40%	121	14%	41	6%	19	4%	12	100%	299
Overall impression	28%	83	43%	129	17%	52	8%	24	4%	12	100%	299

Question 15: Government Performance											
Please rate the following categories of Palm Coast government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Palm Coast	10%	46	41%	194	30%	141	10%	48	8%	39	100%	469
The overall direction that Palm Coast is taking	8%	39	44%	206	31%	144	11%	52	6%	29	100%	470
The job Palm Coast government does at welcoming citizen involvement	6%	30	28%	129	27%	126	11%	51	27%	127	100%	463
The job Palm Coast government does at listening to citizens	4%	20	23%	106	33%	152	14%	65	27%	124	100%	466

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	43%	201	38%	180	10%	48	7%	34	2%	9	100%	472
Remain in Palm Coast for the next five years	55%	260	24%	112	7%	34	8%	37	5%	26	100%	468

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	4%	17
Somewhat positive	8%	39
Neutral	39%	184
Somewhat negative	33%	156
Very negative	15%	72
Total	100%	469

Question 18a: Policy Question 1												
Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:	Extremely important		Very important		Somewhat important		Not at all important		Don't know		Total	
Stormwater improvements	31%	144	37%	174	23%	108	3%	14	6%	28	100%	469
Funding for Capital improvements	15%	67	41%	188	30%	139	6%	30	8%	37	100%	461
Expansion of Parks	12%	55	23%	105	44%	207	15%	68	7%	31	100%	467
Expansion of Recreation Services	10%	45	27%	124	46%	209	12%	55	5%	25	100%	457
Economic development	41%	193	38%	178	15%	68	2%	11	4%	18	100%	467
Commercial development	34%	159	34%	157	23%	106	7%	33	3%	13	100%	467
Construction of additional community center	9%	41	18%	82	36%	166	31%	145	7%	32	100%	467
Construction of tennis and golf facilities	5%	22	10%	48	27%	129	53%	248	5%	24	100%	472

Question 18b: Policy Question 2														
Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:	Very satisfied		Somewhat satisfied		Neither satisfied nor dissatisfied		Somewhat dissatisfied		Very dissatisfied		Don't know		Total	
Building department	9%	43	20%	94	28%	132	5%	25	6%	29	31%	144	100%	467
City administration	11%	51	29%	134	28%	129	7%	33	6%	27	20%	92	100%	466
Capital projects	6%	27	21%	97	34%	159	8%	37	4%	16	28%	129	100%	466
City Clerk	12%	56	24%	114	29%	136	4%	17	2%	8	29%	134	100%	465
Code enforcement	12%	56	30%	139	23%	106	13%	63	9%	41	13%	63	100%	467
Engineering/Stormwater	10%	48	29%	132	26%	120	13%	59	6%	29	16%	73	100%	459
Finance	5%	23	19%	85	29%	135	9%	40	8%	37	30%	140	100%	460
Fire & Rescue	42%	197	33%	155	11%	53	2%	8	0%	2	11%	49	100%	465
Law enforcement	31%	146	38%	177	15%	67	5%	22	4%	20	7%	32	100%	463
Planning & Zoning	9%	43	25%	119	28%	132	10%	48	10%	45	17%	80	100%	467
Public works	14%	66	34%	158	31%	143	5%	25	3%	14	12%	58	100%	463
Recreation & Parks	16%	75	40%	185	28%	131	4%	21	3%	15	9%	41	100%	467
Water & Sewer	16%	77	35%	165	25%	115	10%	48	5%	23	9%	41	100%	469

Question 18c: Policy Question 3											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	Never		Once or twice		Monthly		Weekly		Daily		Total	
Read City Newsletter 'The Palm Coaster'	12%	57	27%	126	51%	239	7%	31	3%	12	100%	464
Read the Palm Coast News Tribune/Journal	14%	62	20%	92	16%	75	27%	125	23%	105	100%	459
Read the Flagler Times	22%	103	29%	135	17%	76	26%	118	6%	27	100%	460
Attended or watched City Council meeting on television	57%	266	32%	150	8%	39	3%	13	1%	3	100%	470

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	52%	238
Yes, full-time	39%	181
Yes, part-time	9%	41
Total	100%	461

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	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	20%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	7%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Palm Coast?	Percent of respondents	Count
Less than 2 years	10%	50
2 to 5 years	33%	158
6 to 10 years	26%	124
11 to 20 years	21%	99
More than 20 years	9%	42
Total	100%	473

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	92%	433
House attached to one or more houses (e.g., a duplex or townhome)	5%	22
Building with two or more apartments or condominiums	4%	17
Mobile home	0%	0
Other	0%	0
Total	100%	472

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	14%	62
Owned by you or someone in this house with a mortgage or free and clear	86%	396
Total	100%	458

Question D6: Monthly Housing Cost		
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)?	Percent of respondents	Count
Less than $300 per month	6%	26
$300 to $599 per month	10%	46
$600 to $999 per month	29%	132
$1,000 to $1,499 per month	27%	125
$1,500 to $2,499 per month	22%	100
$2,500 or more per month	6%	27
Total	100%	457

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	75%	353
Yes	25%	118
Total	100%	471

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	56%	265
Yes	44%	209
Total	100%	474

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	14%	62
$25,000 to $49,999	35%	155
$50,000 to $99,999	38%	169
$100,000 to $149,000	8%	36
$150,000 or more	4%	17
Total	100%	439

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	431
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	28
Total	100%	459

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%	11
Asian, Asian Indian or Pacific Islander	2%	11
Black or African American	8%	36
White	86%	402
Other	5%	22
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	4
25 to 34 years	15%	68
35 to 44 years	12%	57
45 to 54 years	16%	74
55 to 64 years	20%	93
65 to 74 years	24%	111
75 years or older	13%	59
Total	100%	467

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	243
Male	46%	211
Total	100%	454

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	7%	31
Yes	92%	435
Ineligible to vote	1%	4
Don't know	0%	2
Total	100%	472

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	10%	49
Yes	88%	416
Ineligible to vote	1%	4
Don't know	1%	3
Total	100%	472

Appendix B: Survey Methodology

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

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

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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning May 6, 2009. 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

Of the 1,200 surveys mailed, 84 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,116 households receiving the survey mailings, 480 completed the survey, providing a response rate of 43%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

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

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 that may affect sample findings. 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.

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

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

The variables used for weighting were housing tenure and gender/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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting "schemes" are tested to ensure the best fit for the data.

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

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

Palm Coast Citizen Survey Weighting Table			
Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	14%	11%	14%
Own home	86%	89%	86%
Detached unit	91%	91%	92%
Attached unit	9%	9%	8%
Race and Ethnicity			
White alone, not Hispanic	81%	80%	80%
Hispanic and/or other race	19%	20%	20%
Sex and Age			
Female	53%	53%	54%
Male	47%	47%	46%
18-34 years of age	16%	6%	15%
35-54 years of age	29%	23%	28%
55+ years of age	55%	71%	57%
Females 18-34	8%	4%	8%
Females 35-54	16%	15%	16%
Females 55+	29%	34%	29%
Males 18-34	8%	2%	8%
Males 35-54	13%	8%	13%
Males 55+	26%	36%	26%

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[1] Source: 2000 Census

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

"Don't Know" Responses

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

Benchmark Comparisons

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that 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 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, 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 are available, Palm Coast results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Palm Coast's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

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

Dear Palm Coast Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Palm Coast. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Jon Netts
Mayor

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

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

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Permit NO. 94

OFFICE OF THE MAYOR

May 2009

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 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Palm Coast residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (386) 986-4720.

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

Sincerely,

Jon Netts
Mayor

May 2009

Dear City of Palm Coast Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Palm Coast wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Palm Coast's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Palm Coast residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (386) 986-4720.

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 2009 Citizen Survey

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

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

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

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

	Excellent	Good	Fair	Poor	Don't know
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
Recreational opportunities	1	2	3	4	5
Employment 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 preventative health services	1	2	3	4	5
Quality of overall natural environment in Palm Coast	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Palm Coast over the past 2 years:**

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

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

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

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

6. Please rate how safe or unsafe you feel:

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

7. During the past twelve months, were you or anyone in your household the victim of any crime?
❍ No ➜ Go to Question 9   ❍ Yes ➜ Go to Question 8   ❍ Don't know ➜ Go to Question 9

   8. If yes, was this crime (these crimes) reported to the police?
   ❍ No   ❍ Yes   ❍ Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Palm Coast 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 local public meeting on cable television	1	2	3	4	5
Read Palm Coast Newsletter	1	2	3	4	5
Visited the City of Palm Coast Web site (at www. ci.palm-coast.fl.us)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	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
❍ Once a month
❍ Several times a year
❍ Once a year or less
❍ Never

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
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
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

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

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

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

❍ No ➔ Go to Question 15   ❍ Yes ➔ Go to Question 14

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

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

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

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

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

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

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

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

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

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

	Extremely important	Very important	Somewhat important	Not at all important	Don't know
Stormwater improvements	1	2	3	4	5
Funding for Capital improvements	1	2	3	4	5
Expansion of Parks	1	2	3	4	5
Expansion of Recreation Services	1	2	3	4	5
Economic development	1	2	3	4	5
Commercial development	1	2	3	4	5
Construction of additional community center	1	2	3	4	5
Construction of tennis and golf facilities	1	2	3	4	5

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

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Building department	1	2	3	4	5	6
City administration	1	2	3	4	5	6
Capital projects	1	2	3	4	5	6
City Clerk	1	2	3	4	5	6
Code enforcement	1	2	3	4	5	6
Engineering/Stormwater	1	2	3	4	5	6
Finance	1	2	3	4	5	6
Fire & Rescue	1	2	3	4	5	6
Law enforcement	1	2	3	4	5	6
Planning & Zoning	1	2	3	4	5	6
Public works	1	2	3	4	5	6
Recreation & Parks	1	2	3	4	5	6
Water & Sewer	1	2	3	4	5	6

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

	Never	Once or twice	Monthly	Weekly	Daily
Read City newsletter "The Palm Coaster"	1	2	3	4	5
Read the Palm Coast News Tribune/Journal	1	2	3	4	5
Read the Flagler Times	1	2	3	4	5
Attended or watched City Council meeting on television	1	2	3	4	5

The City of Palm Coast 2009 Citizen Survey

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

D1. Are you currently employed for pay?
- ❍ No ➔ Go to Question D3
- ❍ Yes, full time ➔ Go to Question D2
- ❍ Yes, part time ➔ Go to Question D2

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

Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself .... _____ days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults .... _____ days

Bus, Rail, Subway or other public transportation .... _____ days

Walk .... _____ days

Bicycle .... _____ days

Work at home .... _____ days

Other .... _____ days

D3. How many years have you lived in Palm Coast?
- ❍ Less than 2 years   ❍ 11-20 years
- ❍ 2-5 years   ❍ More than 20 years
- ❍ 6-10 years

D4. Which best describes the building you live in?
- ❍ One family house detached from any other houses
- ❍ House attached to one or more houses (e.g., a duplex or townhome)
- ❍ Building with two or more apartments or condominiums
- ❍ Mobile home
- ❍ Other

D5. Is this house, apartment or mobile home...
- ❍ Rented for cash or occupied without cash payment?
- ❍ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
- ❍ Less than $300 per month
- ❍ $300 to $599 per month
- ❍ $600 to $999 per month
- ❍ $1,000 to $1,499 per month
- ❍ $1,500 to $2,499 per month
- ❍ $2,500 or more per month

D7. Do any children 17 or under live in your household?
- ❍ No   ❍ Yes

D8. Are you or any other members of your household aged 65 or older?
- ❍ No   ❍ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
- ❍ Less than $24,999
- ❍ $25,000 to $49,999
- ❍ $50,000 to $99,999
- ❍ $100,000 to $149,999
- ❍ $150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ❍ No, not Spanish, Hispanic or Latino
- ❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)
- ❍ American Indian or Alaskan Native
- ❍ Asian, Asian Indian or Pacific Islander
- ❍ Black or African American
- ❍ White
- ❍ Other

D12. In which category is your age?
- ❍ 18-24 years   ❍ 55-64 years
- ❍ 25-34 years   ❍ 65-74 years
- ❍ 35-44 years   ❍ 75 years or older
- ❍ 45-54 years

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

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

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

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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PALM COAST, FL 32164