



2 Commerce Boulevard • Palm Coast, FL 32164 • T: (386) 986-3700 • www.ci.palm-coast.fl.us

The City of Palm Coast, Florida

Report of Results

2007



National Research Center, Inc.
3005 30th St. • Boulder, CO 80301 • T: (303) 444-7863 • F: (303) 444-1145 • www.n-r-c.com

TABLE OF CONTENTS

Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Results	2
Survey Administration.....	2
Survey Validity.....	2
Use of the “Excellent, Good, Fair, Poor” Response Scale	4
“Don’t Know” Responses	5
Putting Evaluations Onto a 100-Point Scale	5
Interpreting Comparisons to Previous Years	5
Community Life.....	6
Quality of Life.....	6
Ratings of Community Characteristics in Palm Coast	8
Perceptions of Safety.....	14
Community Participation	17
Local Government	19
Public Trust	19
Service Provided by Palm Coast.....	21
The City of Palm Coast Employees.....	29
Additional Questions	31
Appendix A: Frequency of Responses to All Survey Questions.....	33
Appendix B: Survey Methodology.....	47
Sampling.....	47
Survey Administration.....	47
Response Rate and Confidence Intervals	48
Weighting and Analyzing the Data.....	48
Appendix C: Survey Materials	51

SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Palm Coast staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Palm Coast staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 113 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 472 residents, for a response rate of 43%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 472 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Palm Coast. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

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

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

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

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

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

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

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

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

“Don’t Know” Responses

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

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

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years’ results; found primarily in the graphic representations of the data. In these graphs, data from 2007 are compared to data from 2002 (the first year we conducted the survey) and 2006 (the most recently conducted prior survey). The table following a graph contains 2007 data only, and is titled accordingly. Differences between years can be considered “statistically significant” if they are greater than 5 percentage points or 3 points on a 100 point scale.

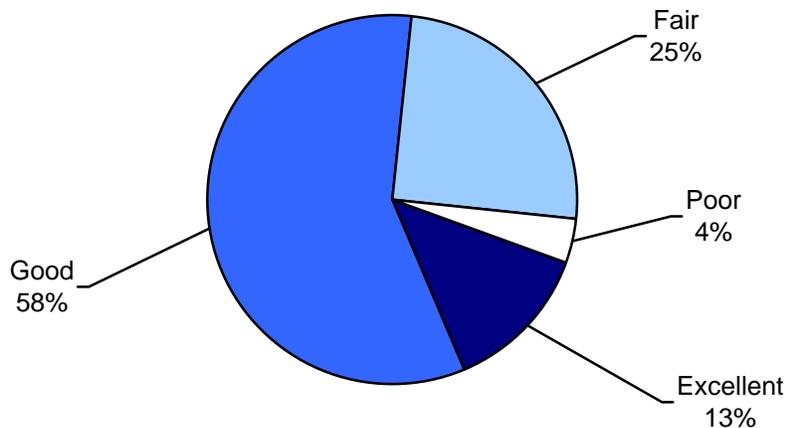
COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Palm Coast. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Palm Coast. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Palm Coast.

Quality of Life

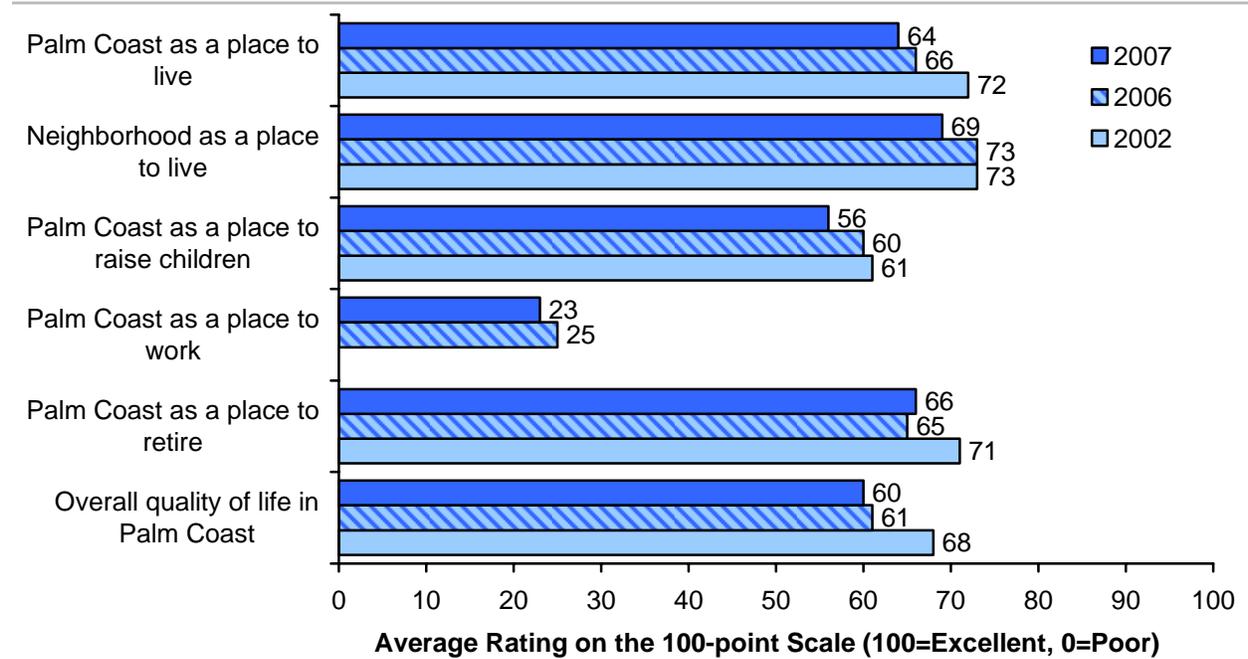
When asked to rate the overall quality of life in Palm Coast, 13% of respondents thought it was “excellent.” Only 4% rated overall quality of life as “poor.”

Figure 1: Overall Quality of Life in Palm Coast



The average rating of overall quality of life on a 100-point scale was 68 in 2002 and 61 in 2006. In 2007, the rating was 60. Palm Coast as a place to raise children received an average rating of 61 on a 100-point scale in 2002 and 60 in 2006, compared to 56 in 2007. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings



2007 Quality of Life Ratings

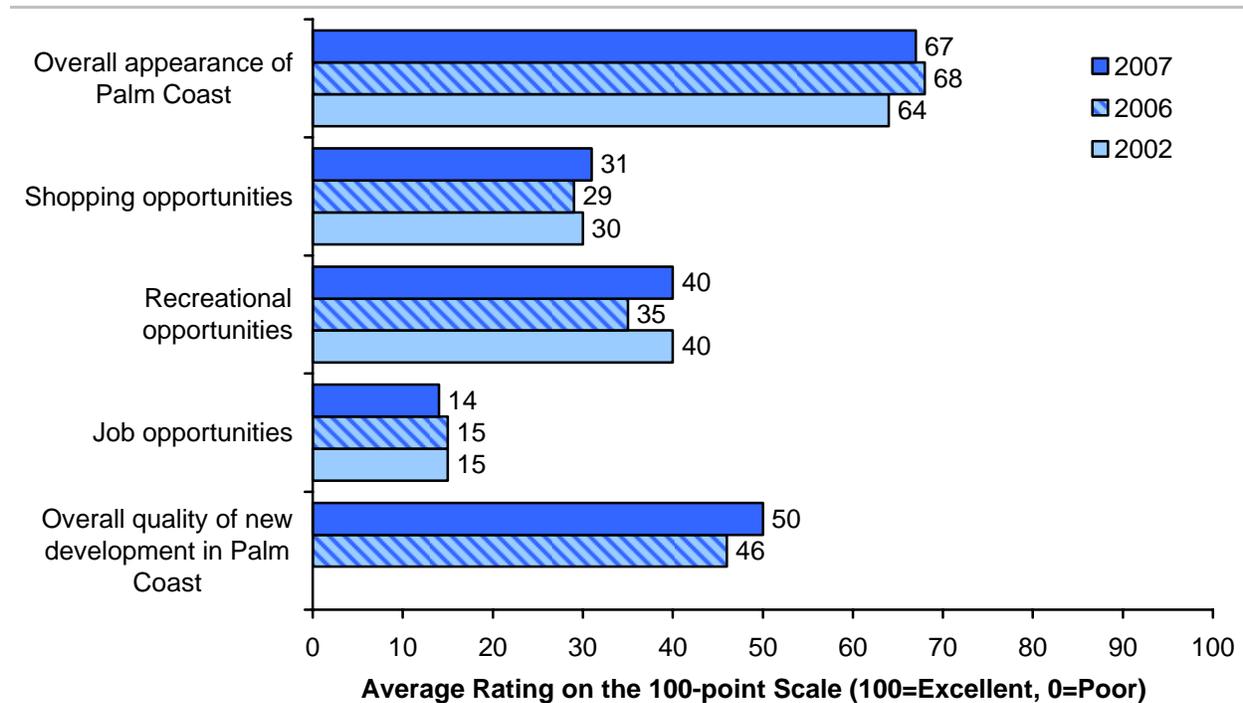
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Palm Coast as a place to live?	20%	56%	19%	4%	100%	64
How do you rate your neighborhood as a place to live?	28%	52%	17%	2%	100%	69
How do you rate Palm Coast as a place to raise children?	16%	45%	31%	8%	100%	56
How do you rate Palm Coast as a place to work?	2%	14%	35%	49%	100%	23
How do you rate Palm Coast as a place to retire?	28%	48%	18%	6%	100%	66
How do you rate the overall quality of life in Palm Coast?	13%	58%	25%	4%	100%	60

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

Ratings of Community Characteristics in Palm Coast

In 2007, the highest rated characteristics of Palm Coast were overall appearance, access to affordable quality food, and overall quality of new development. The average rating on a 100-point scale given to overall appearance in 2007 was 67 compared to 64 in 2002 and 68 in 2006. Average ratings given to all the characteristics are shown in Figures 3, 4 and 5.

Figure 3: Characteristics of the Community: General and Opportunities

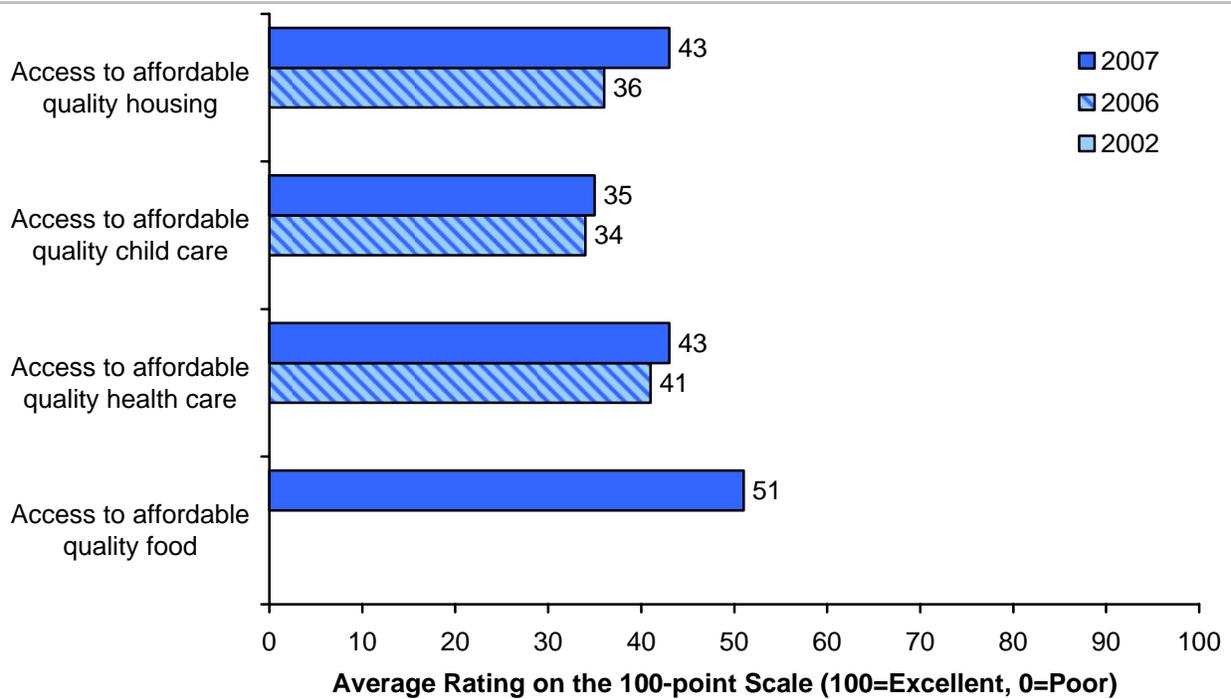


2007 Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Palm Coast as a whole:					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Overall appearance of Palm Coast	23%	60%	13%	4%	100%	67
Shopping opportunities	4%	21%	40%	36%	100%	31
Recreational opportunities	5%	31%	42%	21%	100%	40
Job opportunities	1%	5%	30%	64%	100%	14
Overall quality of new development in Palm Coast	9%	44%	34%	13%	100%	50

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

Figure 4: Characteristics of the Community: Access

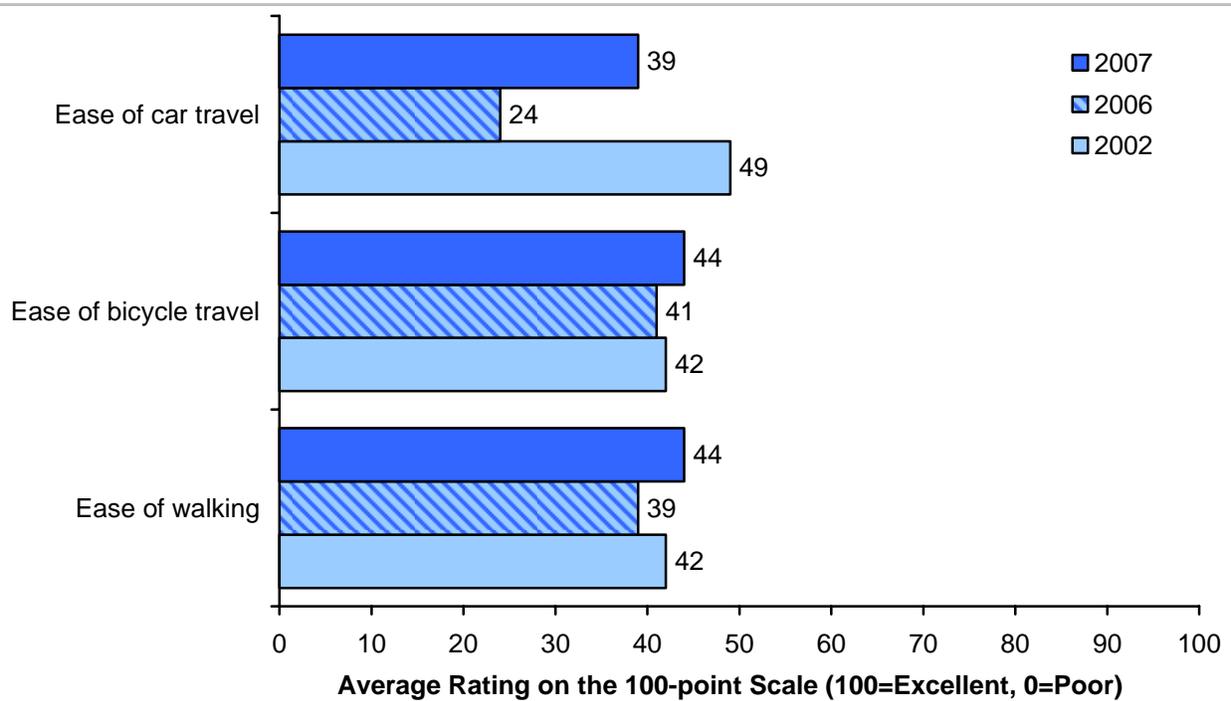


2007 Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Palm Coast as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	6%	35%	42%	17%	100%	43
Access to affordable quality child care	5%	21%	48%	26%	100%	35
Access to affordable quality health care	7%	35%	37%	21%	100%	43
Access to affordable quality food	11%	45%	32%	13%	100%	51

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

Figure 5: Characteristics of the Community: Mobility



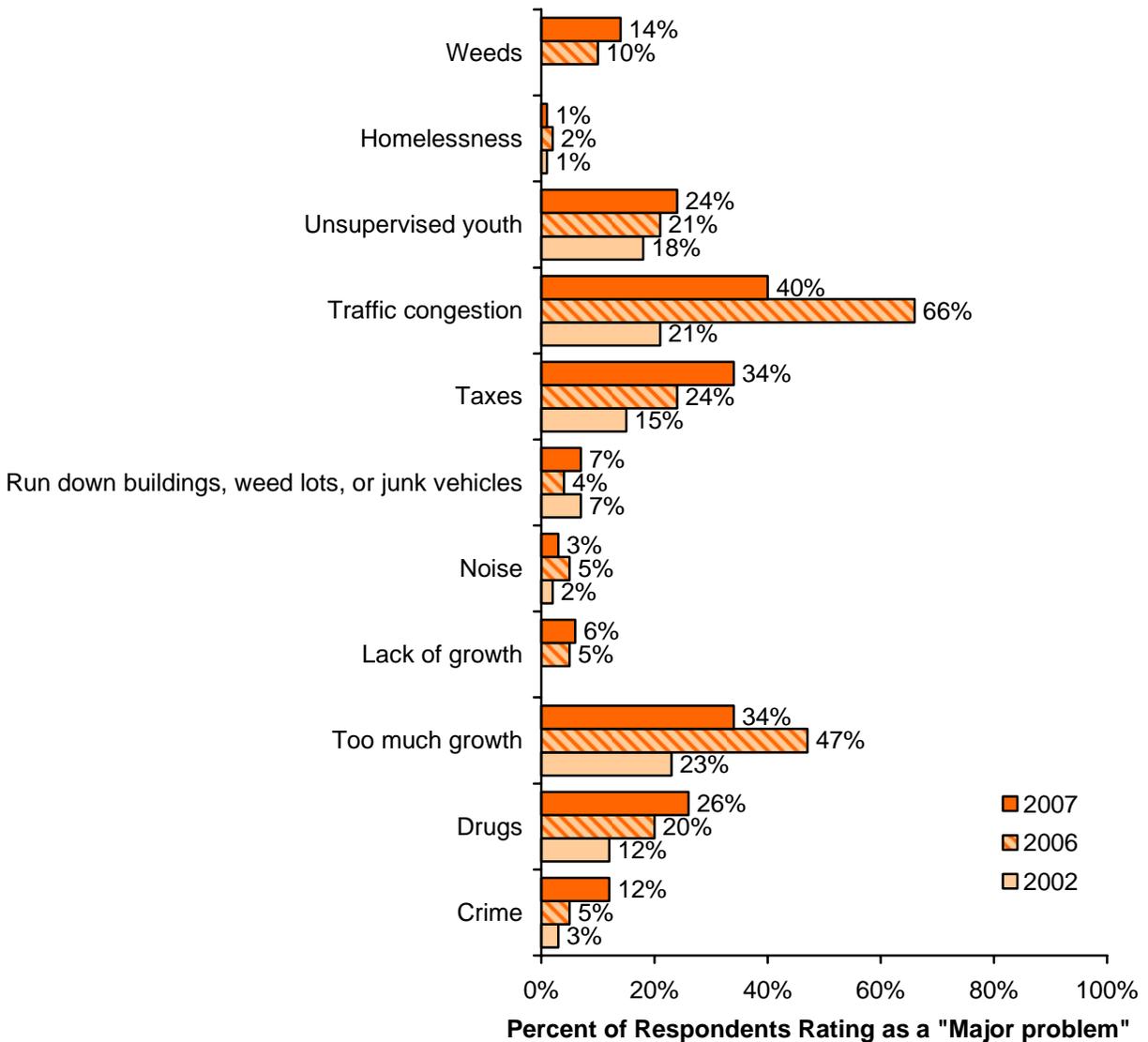
2007 Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Palm Coast as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Palm Coast	6%	32%	35%	27%	100%	39
Ease of bicycle travel in Palm Coast	7%	38%	34%	20%	100%	44
Ease of walking in Palm Coast	9%	35%	32%	23%	100%	44

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

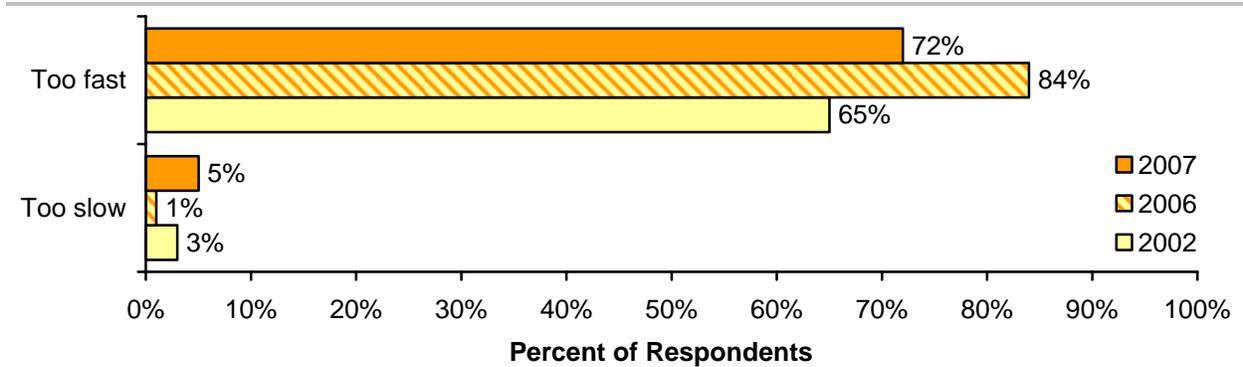
When asked about potential problems in Palm Coast, the three concerns rated by the highest proportion of respondents as a “major problem” in 2007 were traffic congestion, taxes, and too much growth. In 2007 40% rated traffic congestion as a “major problem” compared to 21% in 2002 and 66% in 2006.

Figure 6: Ratings of Potential Problems in Palm Coast



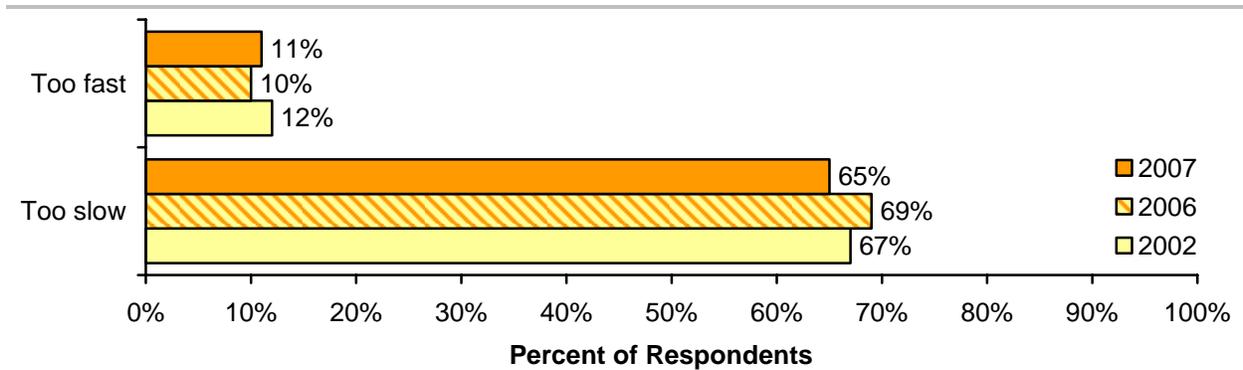
In 2007, the rate of population growth in Palm Coast was viewed as “too fast” by 72% of respondents, while 5% thought it was “too slow.”

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



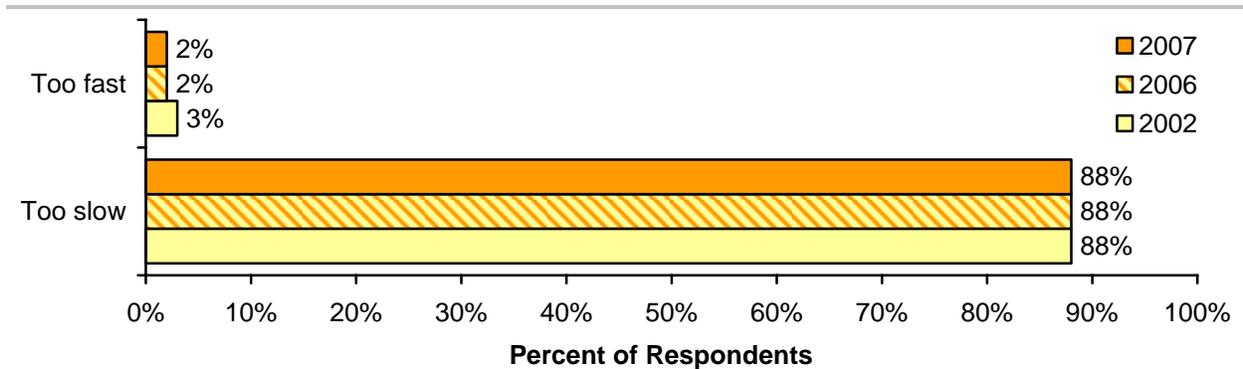
Note: Responses of “right amount” were omitted.

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



Note: Responses of “right amount” were omitted.

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



Note: Responses of “right amount” were omitted.

In 2007, 18% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 35% felt it would be negative. In 2002, 19% of respondents and in 2006, 20% felt the impact of the economy would be positive.

Figure 8a: 2007 Perceptions of Economy

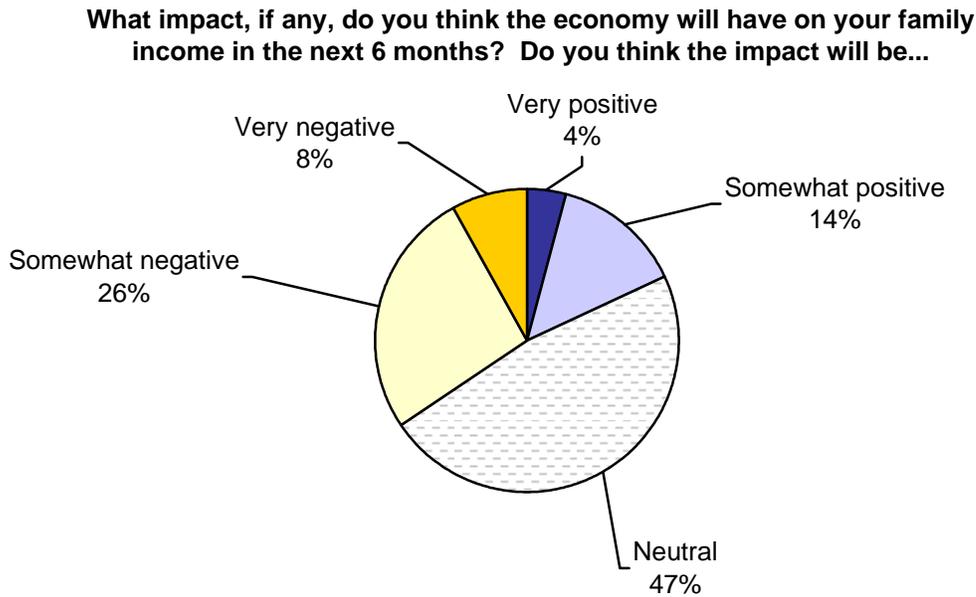
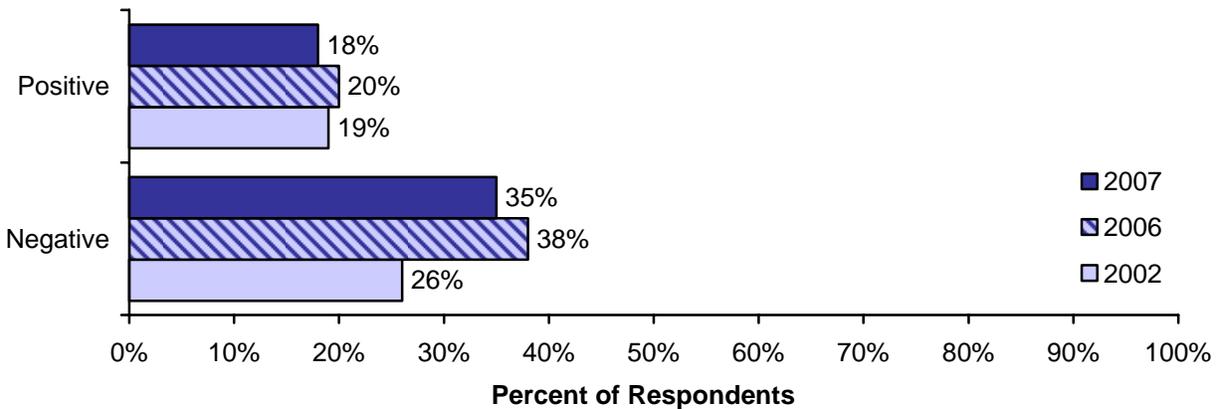


Figure 8b: Comparisons of Perceptions of Economy by Year



Note: Responses of "neutral" were omitted.

Perceptions of Safety

When evaluating safety in the community, 68% of respondents felt “somewhat” or “very safe” from violent crimes in Palm Coast in 2007, compared to 79% in 2002 and 71% in 2006. In their neighborhood after dark, 74% of survey participants felt “somewhat” or “very safe” in 2007, compared to 82% in 2002 and 79% in 2006.

In 2007, as assessed by the survey, 11% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2002, 9% of households had reported that at least one member had been a crime victim, while 11% reported so in 2006. Of those who had been the victim of a crime in 2007, 90% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Palm Coast by Year

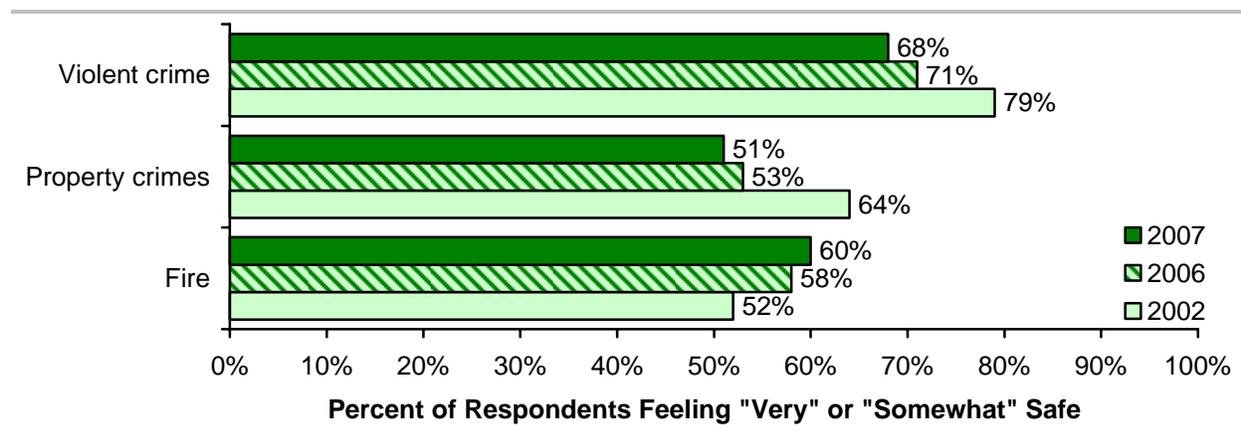


Figure 10: Ratings of Safety in Various Areas in Palm Coast by Year

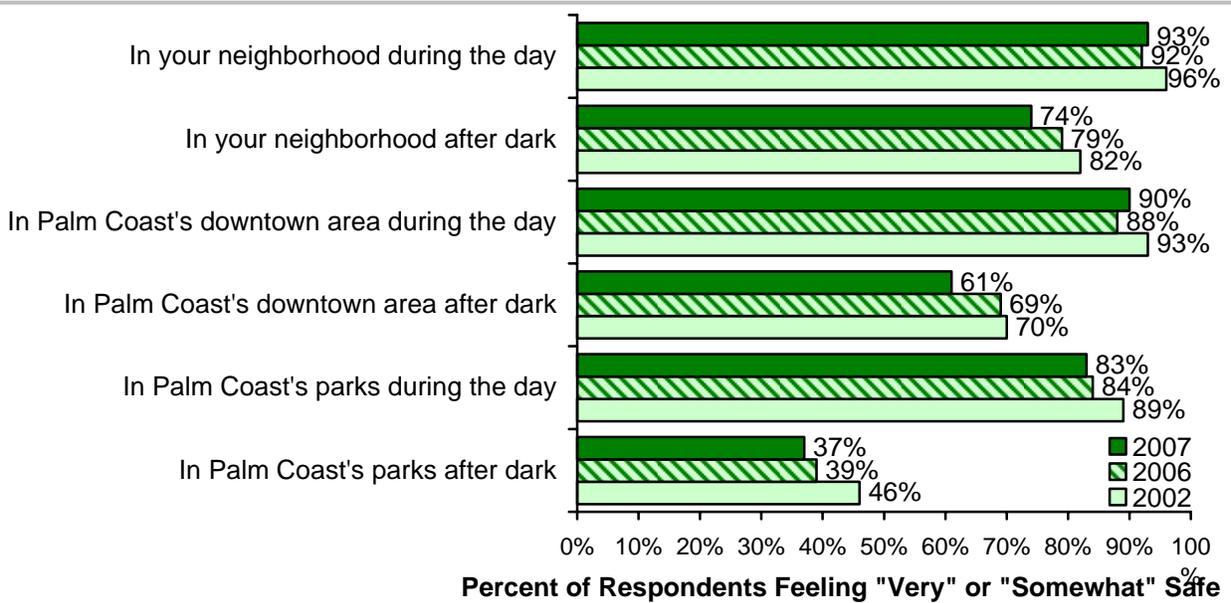


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year

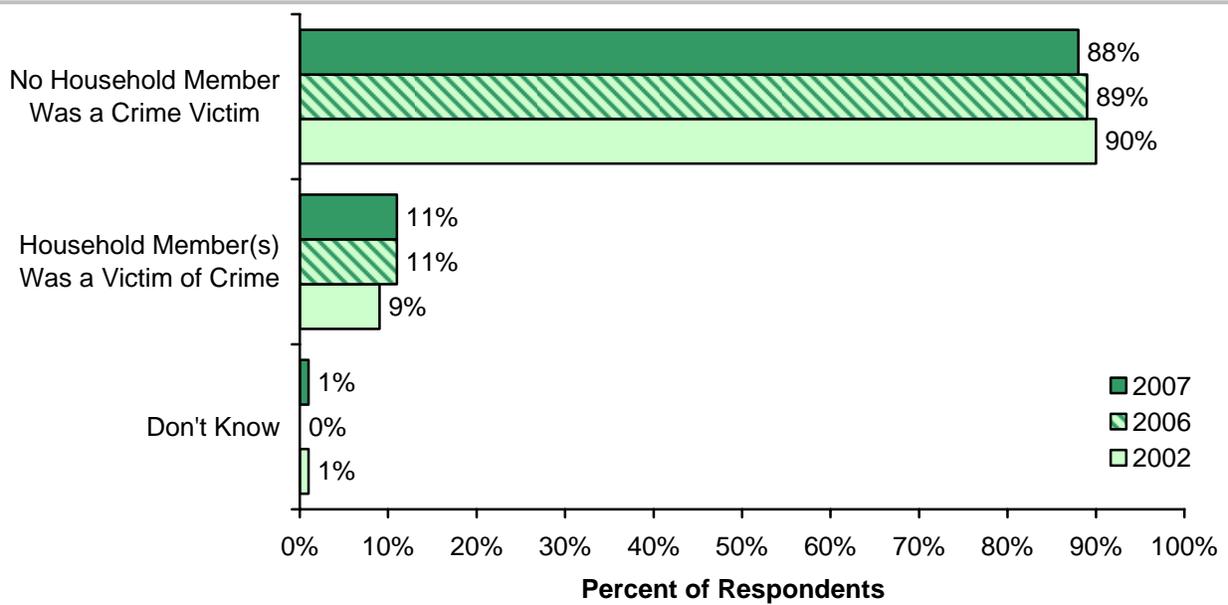
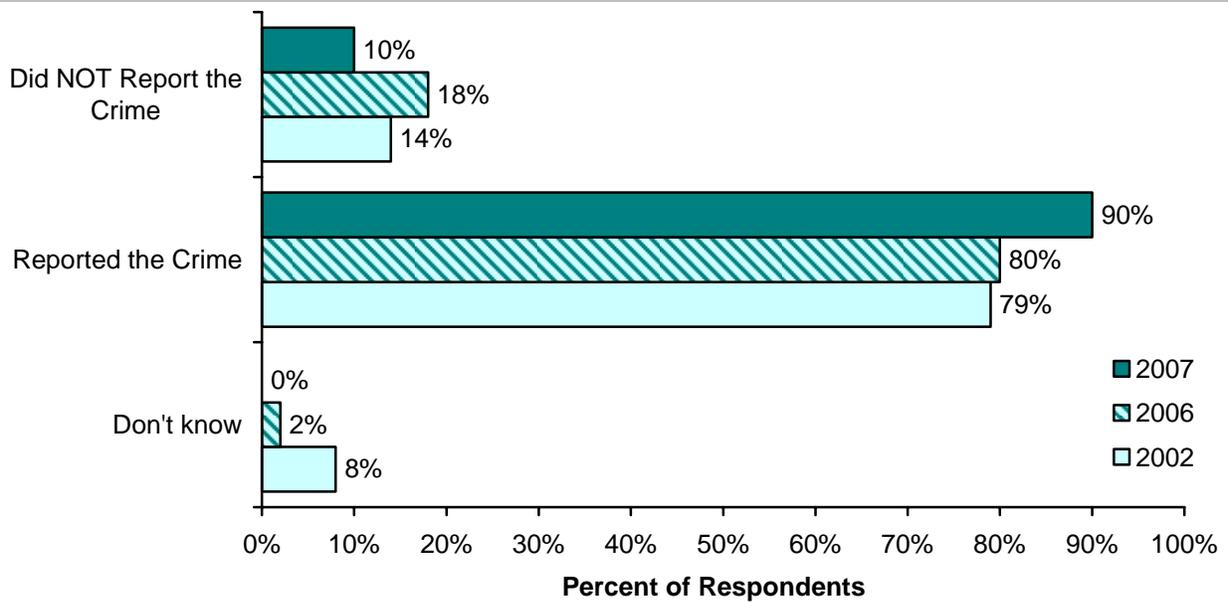


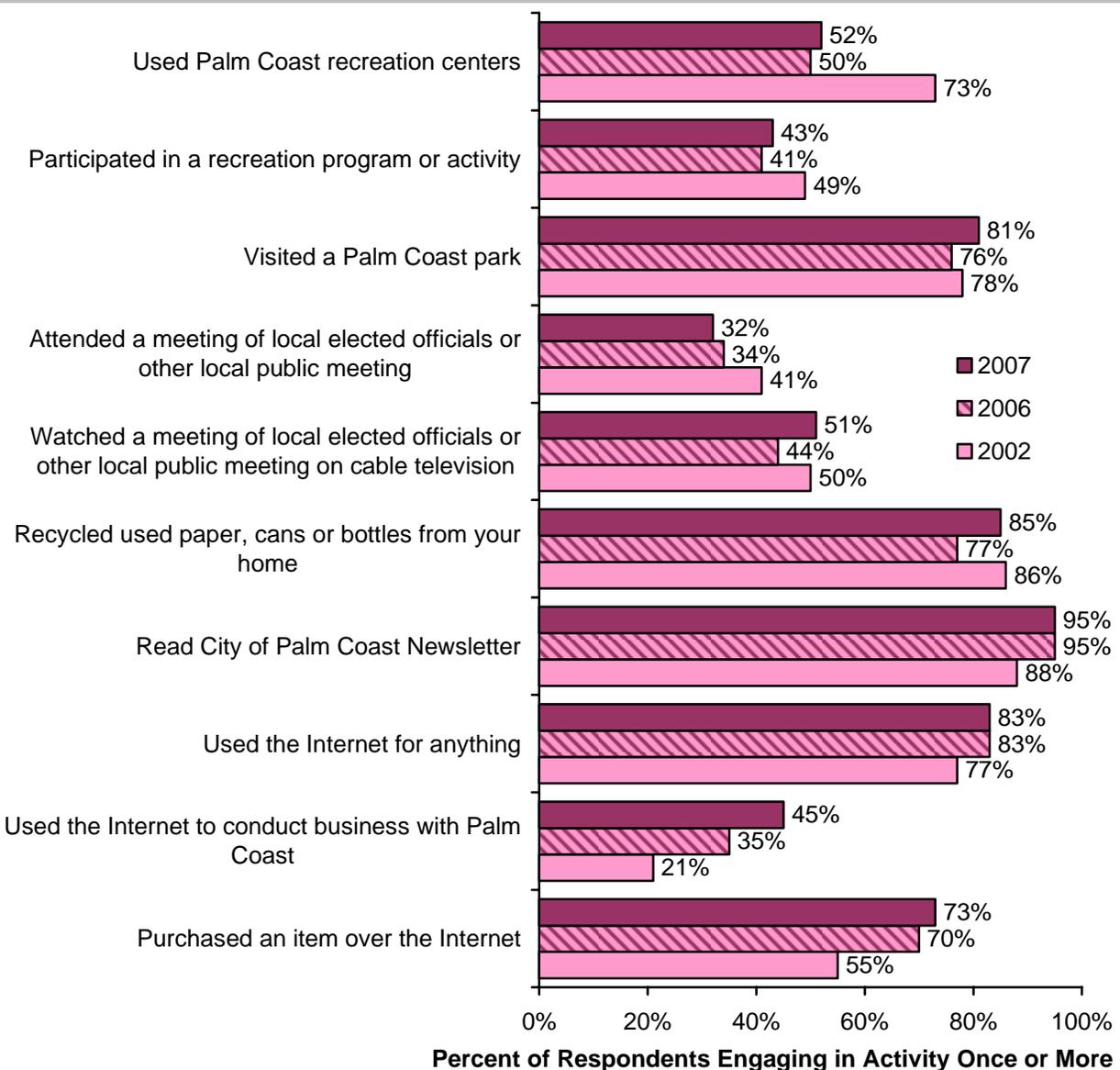
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year



Community Participation

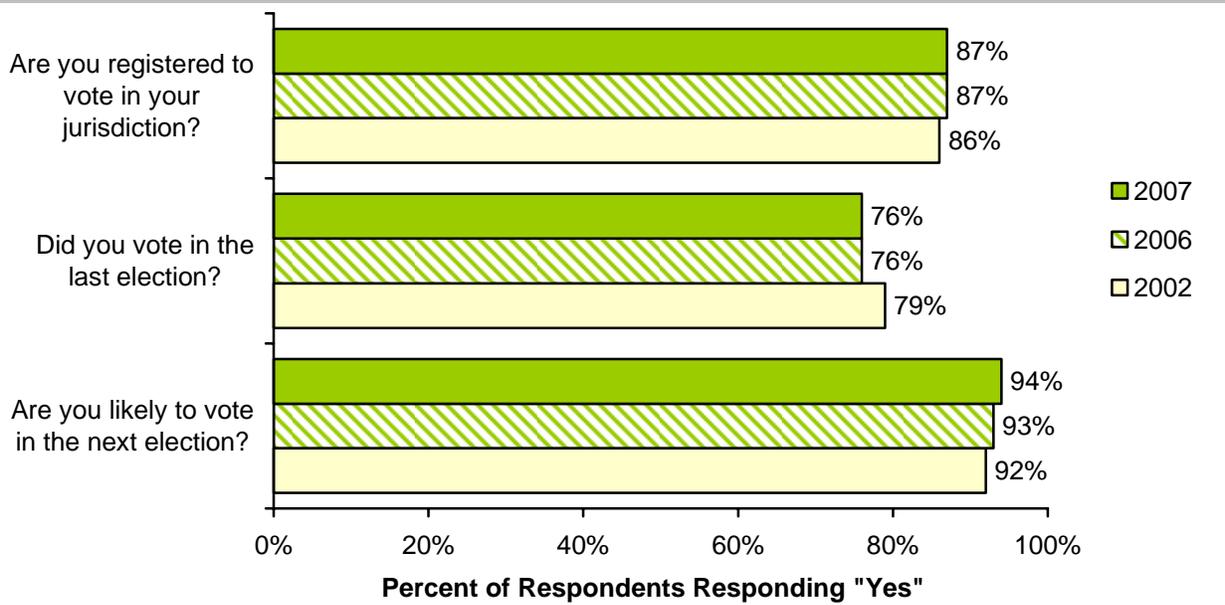
Participation in the civic, social and economic life of Palm Coast during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2007, 2006 and 2002. Among those completing the questionnaire in 2007, 81% reported visiting a Palm Coast park in the past year compared to 78% in 2002 and 76% in 2006. Voter status was also estimated, and is shown on the next page.²

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



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

Figure 14: Voter Status and Activity by Year



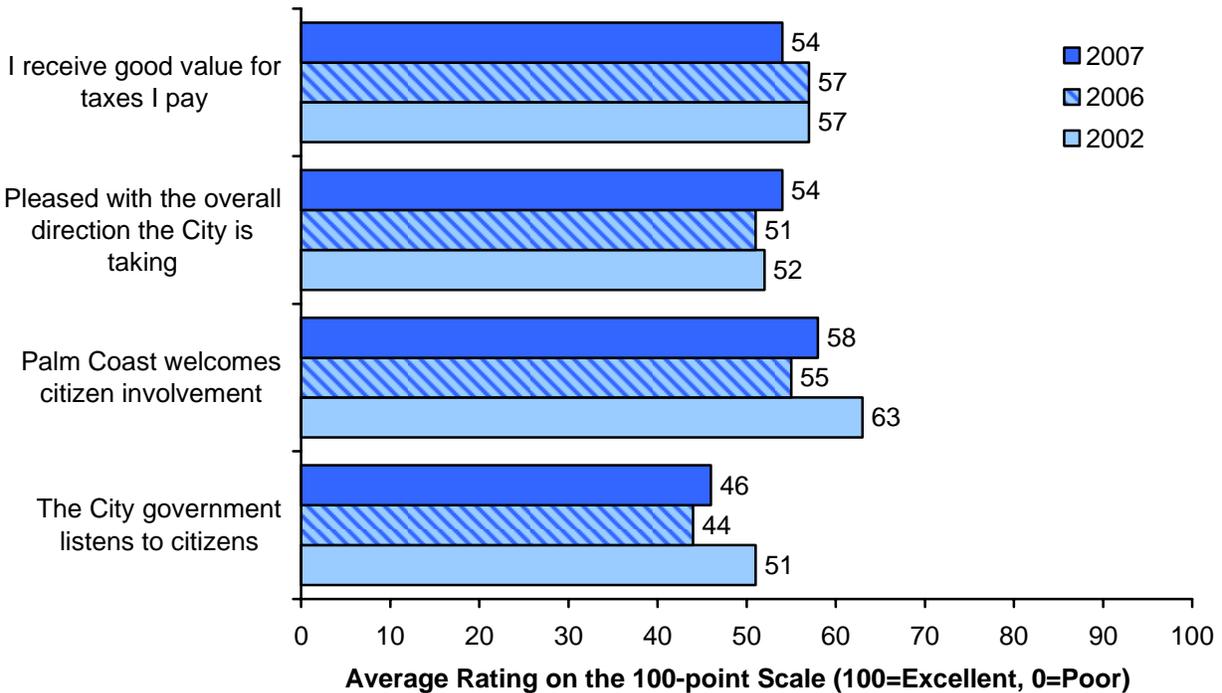
LOCAL GOVERNMENT

Several aspects of the government of the City of Palm Coast were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Palm Coast. Those who had any contact with a City of Palm Coast employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Palm Coast, residents gave an average rating of 54 on a 100-point scale in 2007, compared to 52 in 2002 and 51 in 2006.

Figure 15: Ratings of Public Trust by Year



2007 Public Trust Ratings

Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Palm Coast taxes I pay	10%	38%	22%	17%	12%	100%	54
I am pleased with the overall direction that the City of Palm Coast is taking	9%	41%	17%	20%	13%	100%	54
The City of Palm Coast government welcomes citizen involvement	13%	38%	26%	15%	9%	100%	58
The City of Palm Coast government listens to citizens	7%	26%	30%	20%	17%	100%	46

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

Service Provided by Palm Coast

The overall quality of services provided by the City of Palm Coast was rated as 53 on a 100-point scale in 2007, compared to 50 in 2002 and 51 in 2006. Ratings given to specific services are shown on the following pages.

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

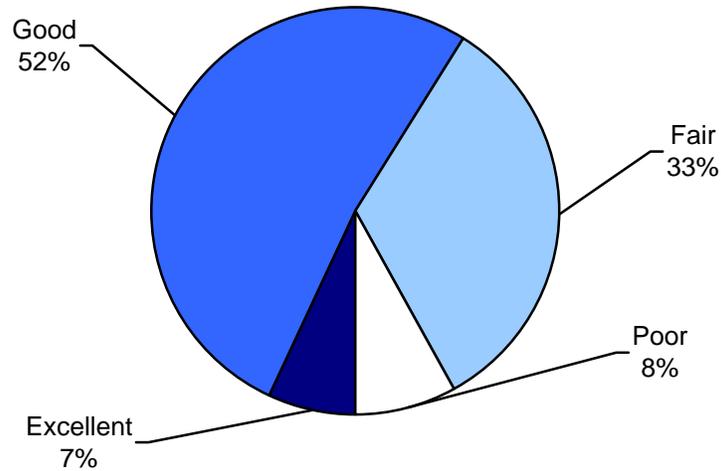
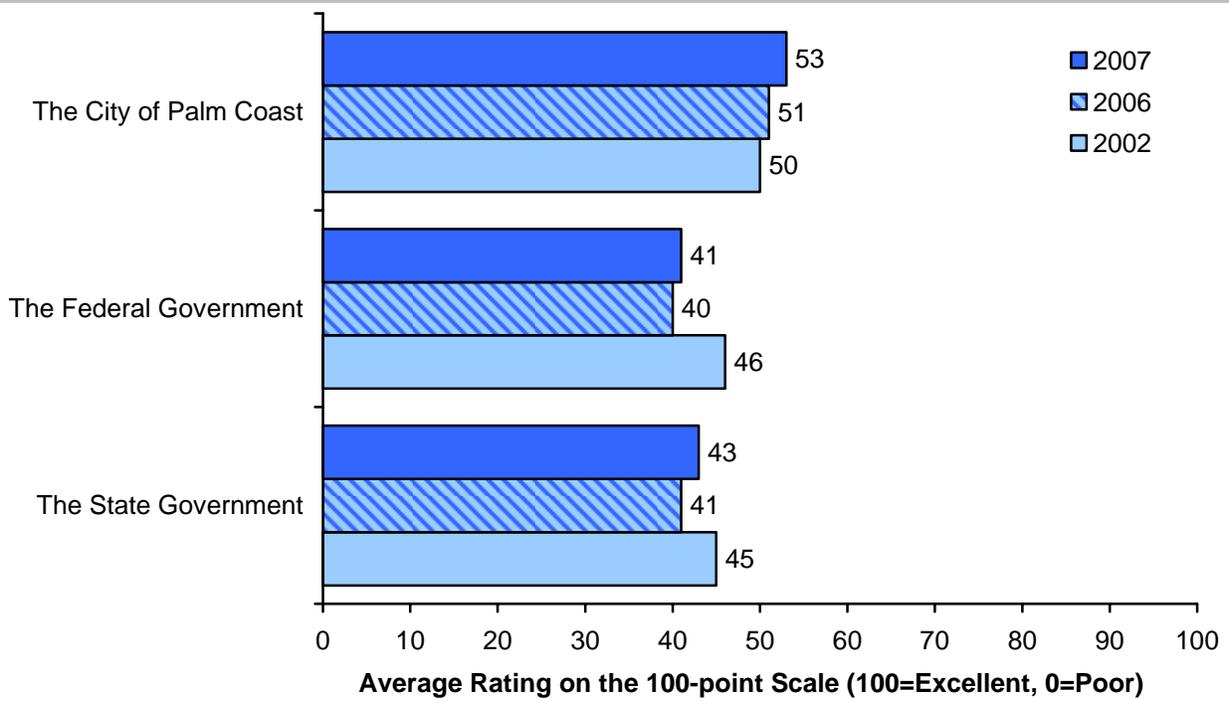


Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government by Year

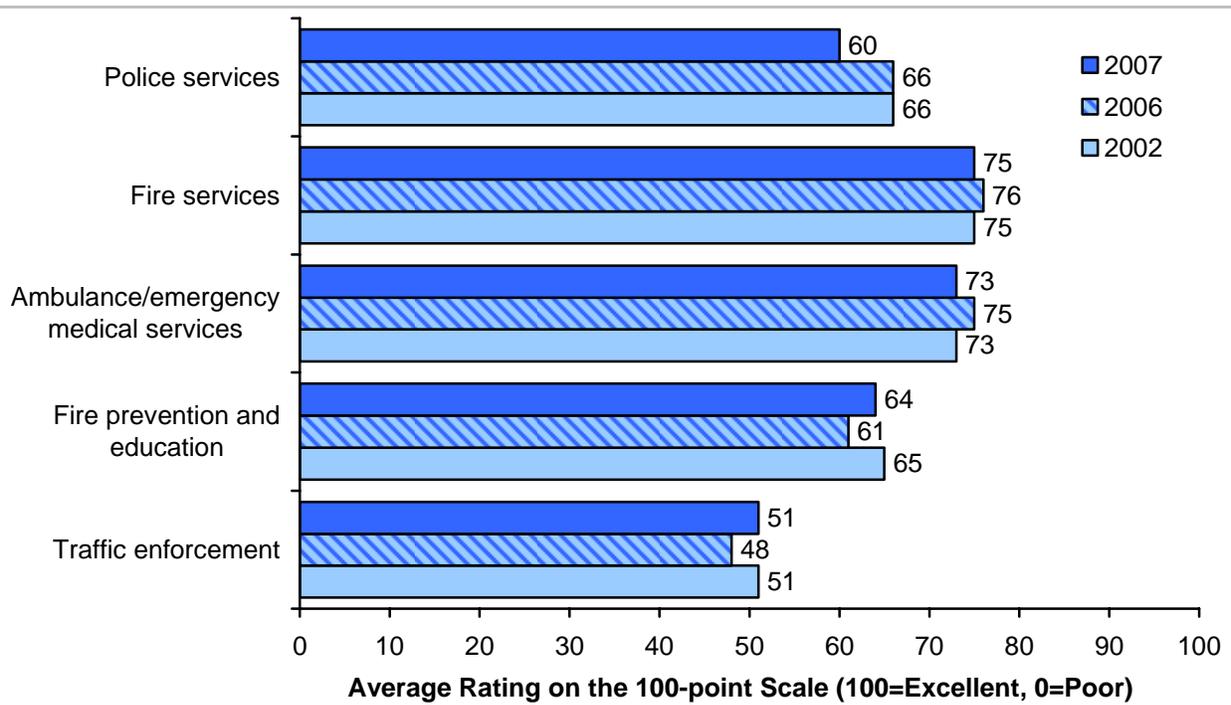


2007 Overall Quality of Services: City of Palm Coast, Federal Government and State Government

Overall, how would you rate the quality of services provided by...						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
The City of Palm Coast	7%	52%	33%	8%	100%	53
The Federal Government	2%	36%	44%	19%	100%	41
The State Government	2%	39%	45%	14%	100%	43

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

Figure 18: Quality of Public Safety Services by Year

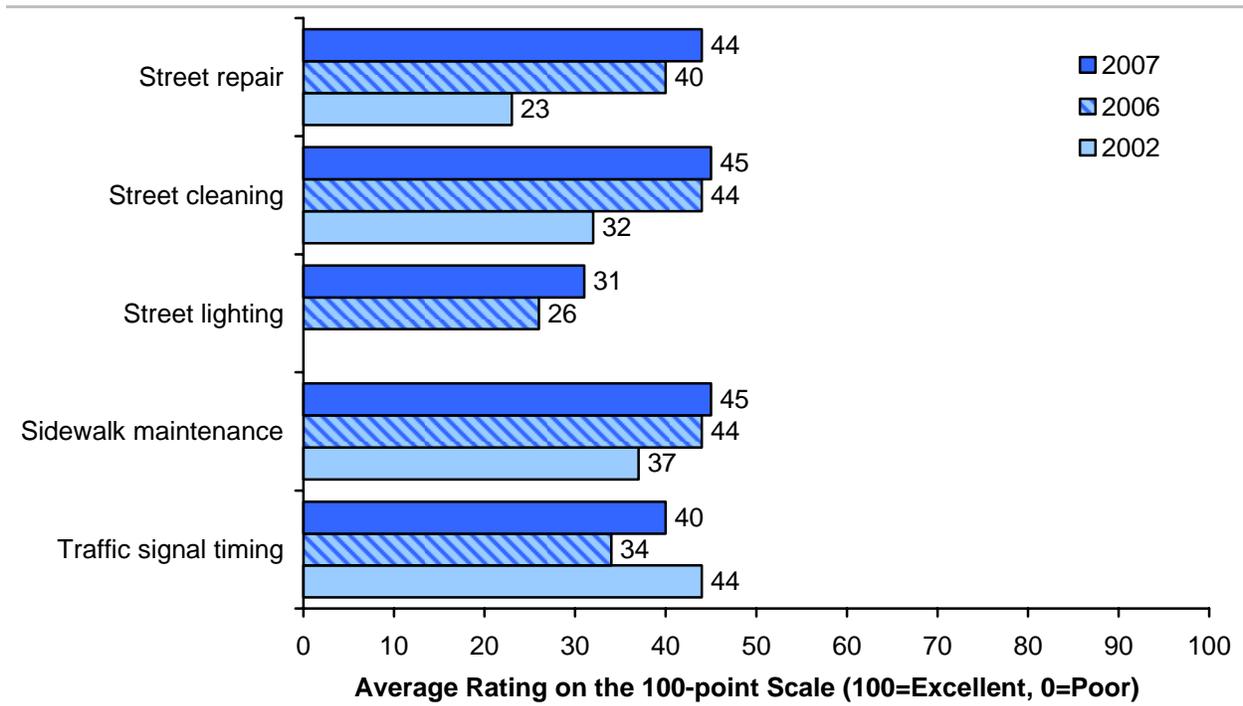


2007 Quality of Public Safety Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Police services	18%	52%	23%	7%	100%	60
Fire services	36%	55%	8%	2%	100%	75
Ambulance/emergency medical services	35%	51%	13%	1%	100%	73
Fire prevention and education	23%	54%	17%	7%	100%	64
Traffic enforcement	11%	46%	29%	14%	100%	51

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

Figure 19: Quality of Transportation Services by Year

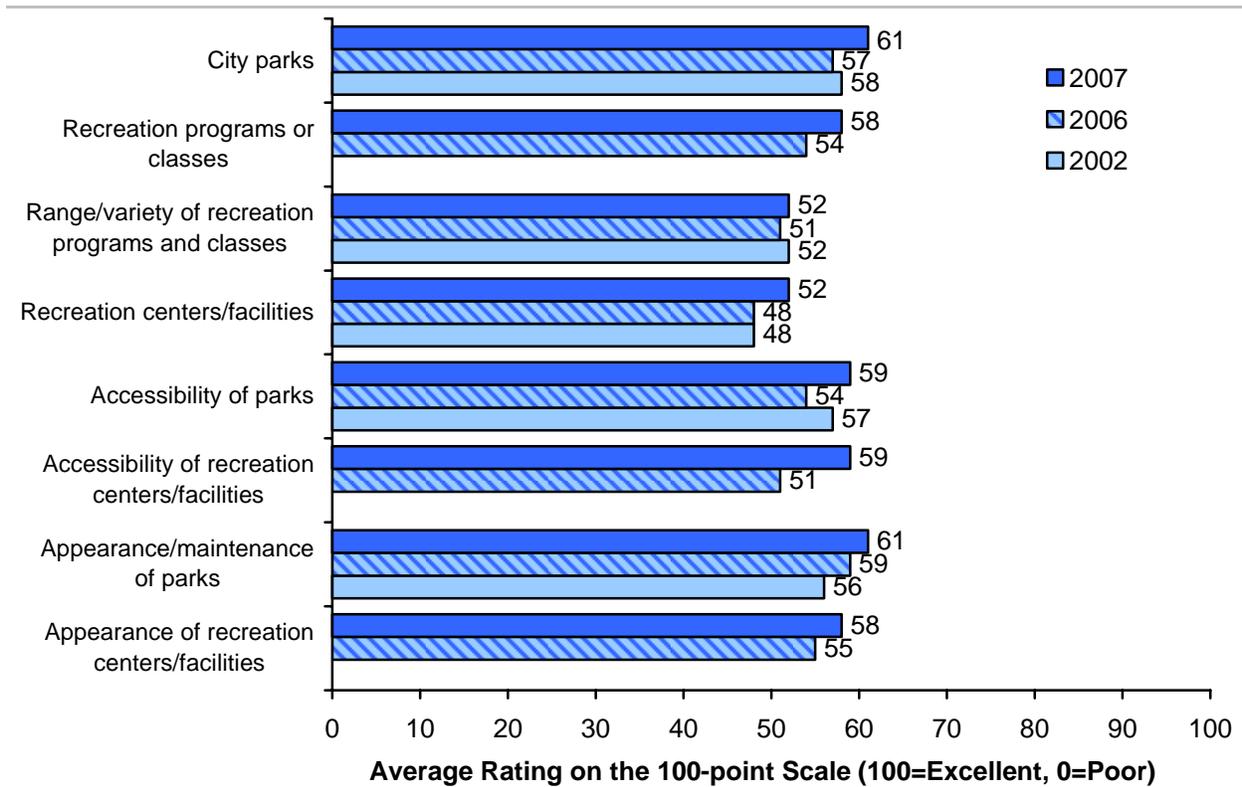


2007 Quality of Transportation Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	9%	34%	36%	21%	100%	44
Street cleaning	10%	39%	29%	23%	100%	45
Street lighting	6%	24%	27%	43%	100%	31
Sidewalk maintenance	6%	43%	32%	19%	100%	45
Traffic signal timing	4%	35%	37%	24%	100%	40

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

Figure 20: Quality of Leisure Services by Year

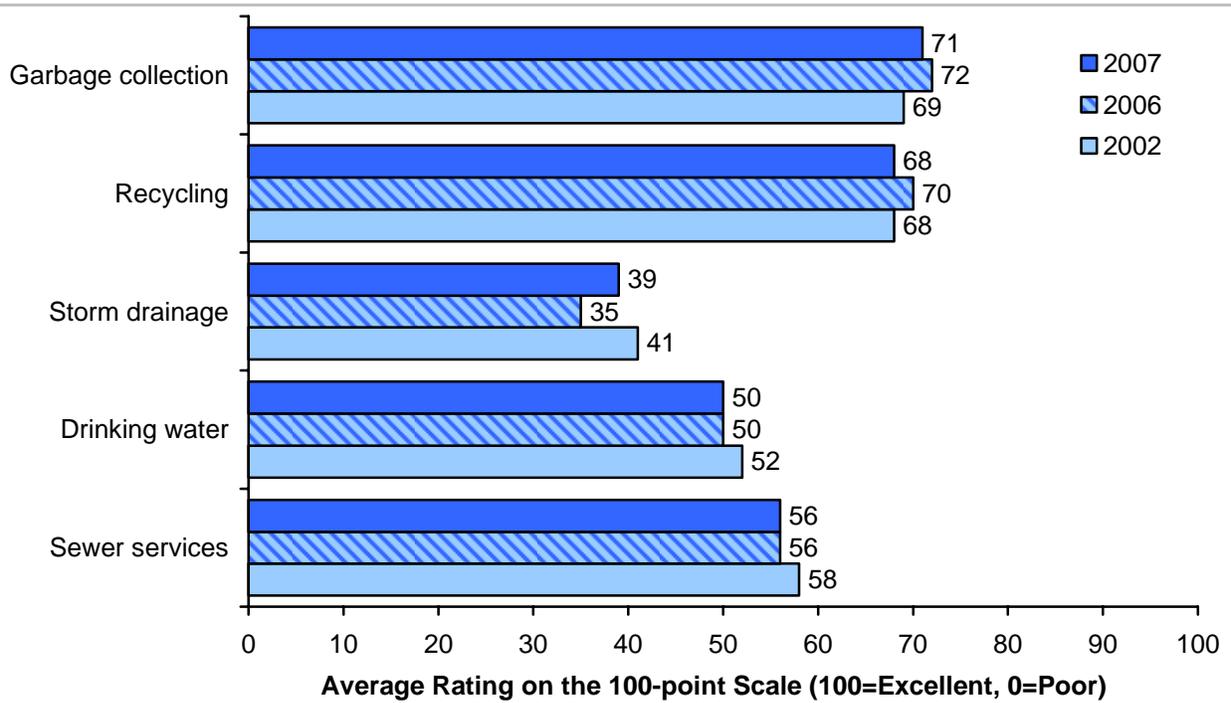


2007 Quality of Leisure Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	14%	58%	23%	5%	100%	61
Recreation programs or classes	11%	56%	27%	5%	100%	58
Range/variety of recreation programs and classes	9%	48%	32%	10%	100%	52
Recreation centers/facilities	9%	48%	33%	10%	100%	52
Accessibility of parks	13%	59%	22%	6%	100%	59
Accessibility of recreation centers/facilities	12%	57%	25%	6%	100%	59
Appearance/maintenance of parks	15%	59%	21%	5%	100%	61
Appearance of recreation centers/facilities	11%	55%	29%	4%	100%	58

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

Figure 21: Quality of Utility Services by Year

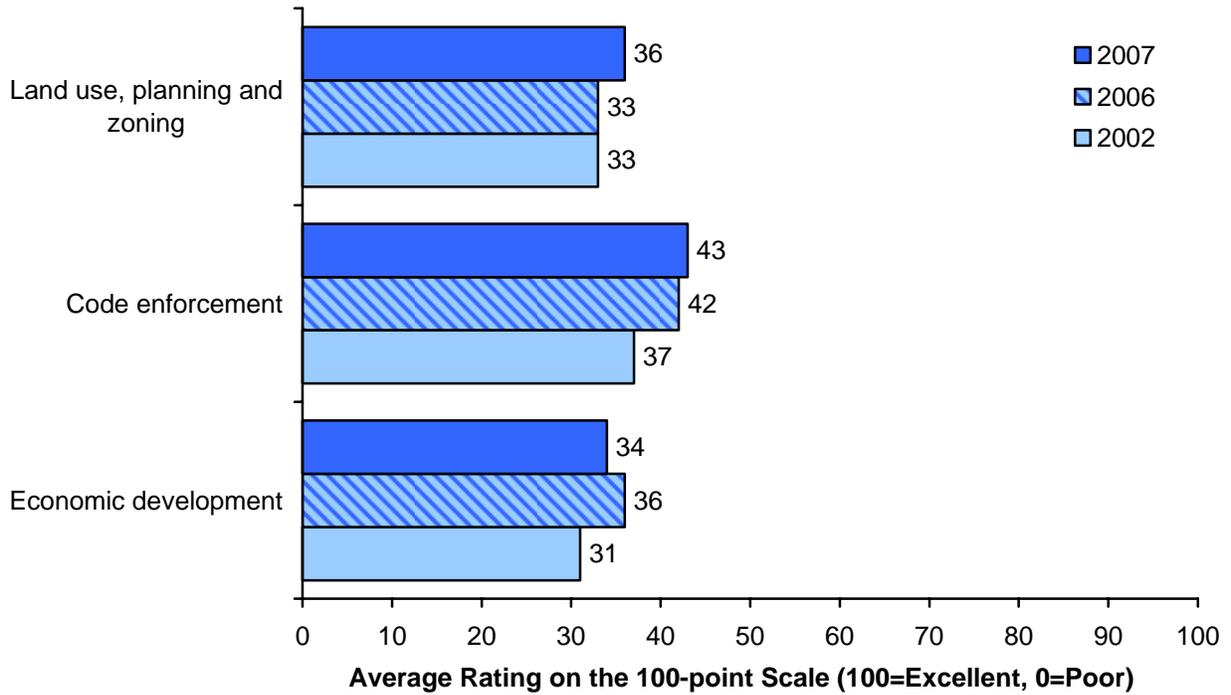


2007 Quality of Utility Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	33%	51%	12%	3%	100%	71
Recycling	31%	50%	12%	7%	100%	68
Storm drainage	5%	35%	33%	27%	100%	39
Drinking water	13%	40%	31%	16%	100%	50
Sewer services	11%	53%	29%	6%	100%	56

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

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

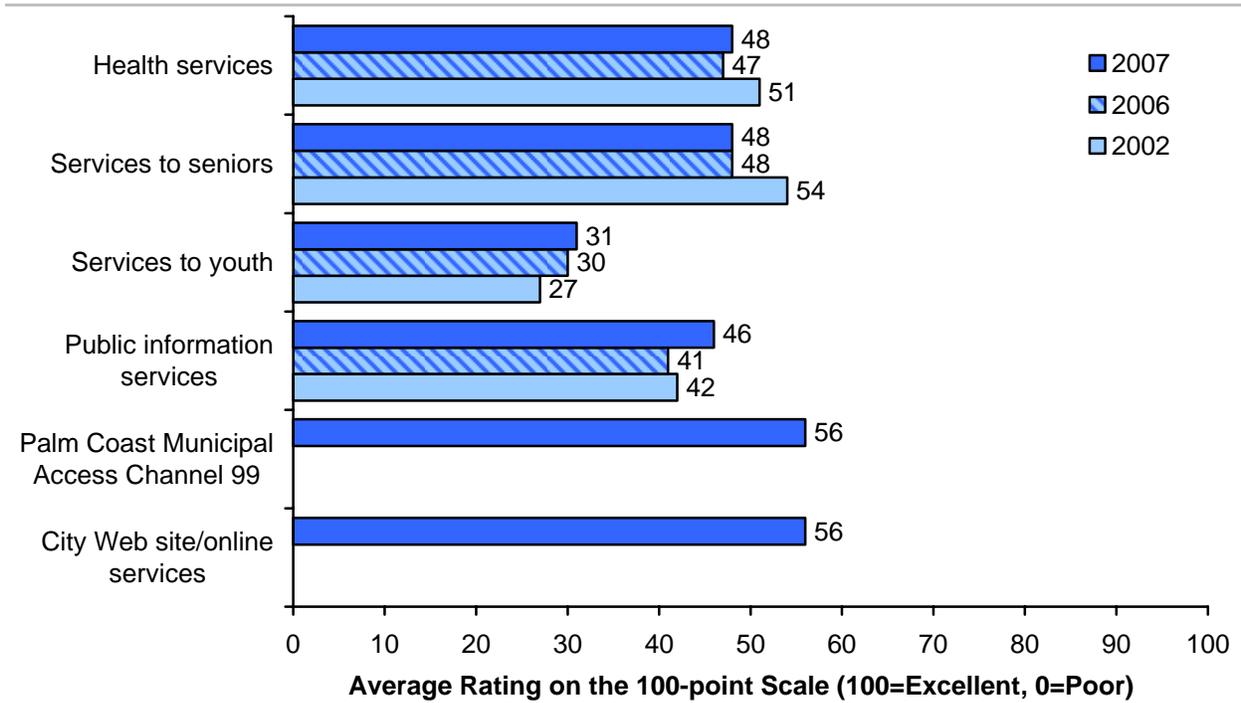


2007 Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	4%	28%	41%	28%	100%	36
Code enforcement (weeds, abandoned buildings, etc)	7%	37%	34%	22%	100%	43
Economic development	2%	27%	41%	29%	100%	34

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

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



2007 Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	8%	39%	43%	10%	100%	48
Services to seniors	8%	42%	36%	14%	100%	48
Services to youth	3%	23%	40%	34%	100%	31
Public information services	5%	42%	40%	13%	100%	46
Palm Coast Municipal Access Channel 99	11%	52%	31%	6%	100%	56
City Web site/online services	11%	52%	32%	5%	100%	56

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

The City of Palm Coast Employees

Impressions of the City of Palm Coast employees were assessed on the questionnaire. In 2007, those who had been in contact with a City of Palm Coast employee in the past year (63%) rated their overall impression as 59 on a 100-point scale, compared to an average rating of 59 received in 2002 and 60 in 2006.

Figure 24: Percent of Respondents Who Had Contact with a City of Palm Coast Employee in 2007

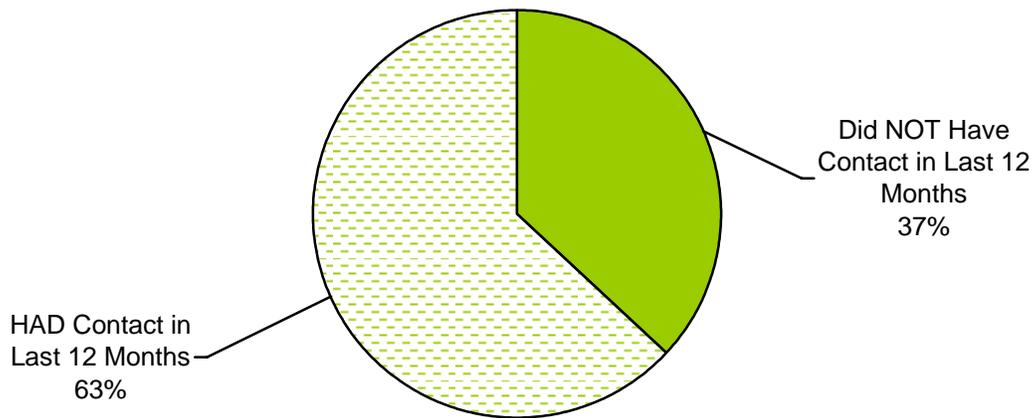
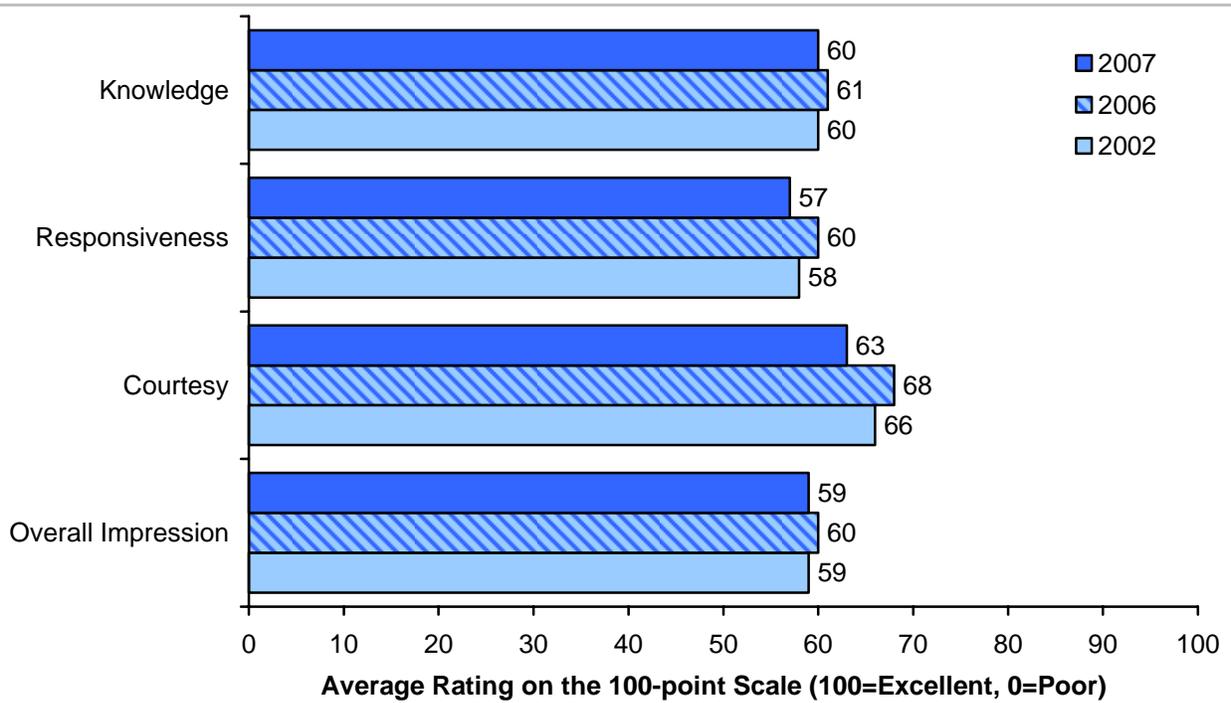


Figure 25: Ratings of Contact with the City of Palm Coast Employees by Year



2007 Ratings of Contact with City of Palm Coast Employees

What was your impression of employees of the City of Palm Coast in your most recent contact?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Knowledge	21%	48%	20%	12%	100%	60
Responsiveness	20%	45%	20%	15%	100%	57
Courtesy	29%	41%	19%	11%	100%	63
Overall Impression	23%	43%	22%	12%	100%	59

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

ADDITIONAL QUESTIONS

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

Policy Question #1					
Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:	Extremely important	Very important	Somewhat important	Not at all important	Total
Stormwater Improvements	32%	36%	29%	2%	100%
Funding for Capital Improvements	16%	38%	36%	10%	100%
Expansion of Parks	15%	21%	42%	22%	100%
Expansion of Recreation Services	15%	23%	47%	14%	100%
Economic Development	38%	37%	22%	4%	100%
Commercial Development	34%	37%	22%	7%	100%
Construction of additional community center	16%	17%	32%	35%	100%
Construction of tennis and golf facilities	10%	14%	29%	48%	100%

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

Policy Question #2

Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:	Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:					Total
	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
Building Department	10%	33%	41%	10%	6%	100%
City Administration	11%	33%	36%	12%	8%	100%
Capital Projects	4%	31%	44%	12%	9%	100%
City Clerk	12%	36%	43%	5%	5%	100%
Code Enforcement	11%	31%	27%	19%	11%	100%
Engineering/Stormwater	8%	35%	27%	17%	12%	100%
Finance	3%	28%	42%	16%	10%	100%
Fire & Rescue	41%	38%	17%	3%	1%	100%
Law Enforcement	26%	42%	19%	9%	5%	100%
Planning & Zoning	5%	26%	39%	19%	12%	100%
Public Works	10%	34%	38%	11%	6%	100%
Recreation & Parks	13%	43%	33%	7%	4%	100%
Water & Sewer	14%	43%	24%	12%	6%	100%

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

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?	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?					Total
	Never	Once or twice	Monthly	Weekly	Daily	
Read City newsletter "The Palm Coaster"	12%	24%	51%	11%	3%	100%
Read the Palm Coast News Tribune/Journal	12%	18%	11%	31%	27%	100%
Read the Flagler Times	13%	21%	17%	41%	8%	100%
Attended or watched City Council meeting on television	49%	32%	11%	7%	1%	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2007. The “don’t know” responses are shown, where applicable.

Question 1: Quality of Life Ratings						
	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Palm Coast as a place to live?	20%	56%	19%	4%	0%	100%
How do you rate your neighborhood as a place to live?	28%	52%	17%	2%	0%	100%
How do you rate Palm Coast as a place to raise children?	12%	35%	25%	7%	21%	100%
How do you rate Palm Coast as a place to work?	2%	11%	28%	39%	20%	100%
How do you rate Palm Coast as a place to retire?	26%	45%	17%	6%	6%	100%
How do you rate the overall quality of life in Palm Coast?	13%	58%	25%	4%	0%	100%

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

	Excellent	Good	Fair	Poor	Don't know	Total
Overall appearance of Palm Coast	23%	60%	13%	4%	0%	100%
Shopping opportunities	4%	21%	40%	36%	0%	100%
Recreational opportunities	5%	30%	40%	20%	4%	100%
Job opportunities	1%	4%	25%	52%	18%	100%
Access to affordable quality housing	5%	31%	37%	15%	11%	100%
Access to affordable quality child care	2%	10%	22%	12%	54%	100%
Access to affordable quality health care	6%	31%	33%	18%	12%	100%
Access to affordable quality food	11%	45%	32%	13%	0%	100%
Ease of car travel in Palm Coast	6%	32%	34%	26%	2%	100%
Ease of bicycle travel in Palm Coast	6%	29%	26%	15%	24%	100%
Ease of walking in Palm Coast	9%	33%	30%	21%	8%	100%
Overall quality of new development in Palm Coast	8%	42%	32%	12%	6%	100%

Question 3: Please rate the speed of growth in the following categories in Palm Coast over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	4%	21%	37%	31%	7%	100%
Retail growth (stores, restaurants etc.)	24%	39%	24%	6%	4%	4%	100%
Jobs growth	37%	30%	8%	1%	1%	23%	100%

Question 4: To what degree are the following problems in Palm Coast

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	8%	30%	44%	11%	7%	100%
Drugs	7%	21%	33%	21%	18%	100%
Too much growth	16%	20%	27%	33%	4%	100%
Lack of growth	53%	18%	15%	5%	8%	100%
Noise	49%	30%	16%	3%	2%	100%
Run down buildings, weed lots, or junk vehicles	40%	35%	15%	6%	3%	100%
Taxes	10%	22%	32%	33%	4%	100%
Traffic congestion	8%	18%	34%	40%	1%	100%
Unsupervised youth	11%	22%	30%	19%	18%	100%
Homelessness	36%	27%	8%	1%	29%	100%
Weeds	23%	38%	20%	13%	5%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Palm Coast

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	21%	44%	16%	12%	2%	4%	100%
Property crimes (e.g., burglary, theft)	11%	38%	17%	22%	8%	4%	100%
Fire	23%	36%	17%	17%	5%	3%	100%

The City of Palm Coast Citizen Survey

Appendix A: Survey Frequencies

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	62%	31%	5%	2%	0%	0%	100%
In your neighborhood after dark	28%	46%	11%	12%	2%	1%	100%
In Palm Coast's downtown area during the day	45%	40%	7%	3%	0%	5%	100%
In Palm Coast's downtown area after dark	16%	39%	18%	15%	1%	10%	100%
In Palm Coast's parks during the day	35%	35%	11%	3%	1%	16%	100%
In Palm Coast's parks after dark	6%	19%	15%	23%	5%	32%	100%

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

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	88%	11%	1%	100%

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

	No	Yes	Total
If yes, was this crime (these crimes) reported to the police?	10%	90%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Palm Coast?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Palm Coast recreation centers	48%	25%	17%	3%	7%	100%
Participated in a recreation program or activity	57%	23%	12%	4%	4%	100%
Visited a Palm Coast park	19%	34%	32%	9%	7%	100%
Attended a meeting of local elected officials or other local public meeting	68%	21%	9%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	49%	24%	20%	5%	2%	100%
Recycled used paper, cans or bottles from your home	15%	8%	9%	9%	59%	100%
Read City of Palm Coast Newsletter	5%	11%	35%	15%	34%	100%
Used the Internet for anything	17%	4%	4%	6%	68%	100%
Used the Internet to conduct business with Palm Coast	55%	12%	15%	5%	13%	100%
Purchased an item over the Internet	27%	17%	23%	12%	21%	100%

The City of Palm Coast Citizen Survey

Appendix A: Survey Frequencies

Question 10: How do you rate the quality of each of the following services in Palm Coast?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	17%	48%	21%	7%	7%	100%
Fire services	31%	48%	7%	1%	13%	100%
Ambulance/emergency medical services	28%	41%	10%	1%	20%	100%
Fire prevention and education	18%	42%	13%	5%	22%	100%
Traffic enforcement	11%	44%	28%	13%	3%	100%
Garbage collection	33%	51%	12%	3%	1%	100%
Recycling	29%	47%	11%	6%	7%	100%
Street repair	8%	33%	35%	20%	3%	100%
Street cleaning	9%	35%	26%	21%	10%	100%
Street lighting	6%	24%	27%	42%	2%	100%
Sidewalk maintenance	5%	37%	27%	16%	14%	100%
Traffic signal timing	4%	34%	37%	23%	1%	100%
Storm drainage	5%	33%	32%	26%	4%	100%
Drinking water	12%	39%	31%	16%	2%	100%
Sewer services	10%	50%	27%	6%	6%	100%
City parks	12%	49%	19%	4%	15%	100%
Recreation programs or classes	7%	35%	17%	3%	38%	100%
Range/variety of recreation programs and classes	6%	30%	20%	6%	37%	100%
Recreation centers/facilities	6%	32%	22%	7%	33%	100%
Accessibility of parks	11%	50%	19%	5%	15%	100%
Accessibility of recreation centers/facilities	9%	42%	18%	4%	26%	100%
Appearance/maintenance of parks	12%	50%	18%	5%	15%	100%
Appearance of recreation centers/facilities	8%	41%	22%	3%	26%	100%
Land use, planning and zoning	3%	23%	34%	23%	18%	100%
Code enforcement (weeds, abandoned buildings, etc)	6%	33%	30%	20%	11%	100%
Economic development	2%	23%	35%	25%	15%	100%
Health services	7%	33%	36%	9%	15%	100%
Services to seniors	5%	25%	21%	8%	41%	100%
Services to youth	2%	14%	24%	21%	39%	100%
Public information services	4%	35%	33%	11%	18%	100%
Palm Coast Municipal Access Channel 99	6%	26%	16%	3%	49%	100%

The City of Palm Coast Citizen Survey

Appendix A: Survey Frequencies

Question 10: How do you rate the quality of each of the following services in Palm Coast?

	Excellent	Good	Fair	Poor	Don't know	Total
City Web site/online services	6%	31%	19%	3%	40%	100%

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

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Palm Coast	7%	51%	32%	8%	2%	100%
The Federal Government	2%	31%	38%	16%	13%	100%
The State Government	2%	35%	41%	12%	11%	100%

Question 12: Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months?	37%	63%	100%

Question 13: What was your impression of the employees of the City of Palm Coast in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	21%	47%	19%	11%	1%	100%
Responsiveness	20%	45%	19%	15%	2%	100%
Courtesy	29%	41%	19%	11%	1%	100%
Overall Impression	23%	43%	21%	12%	1%	100%

The City of Palm Coast Citizen Survey

Appendix A: Survey Frequencies

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Palm Coast taxes I pay	10%	35%	21%	16%	11%	7%	100%
I am pleased with the overall direction that the City of Palm Coast is taking	9%	40%	17%	19%	12%	4%	100%
The City of Palm Coast government welcomes citizen involvement	10%	29%	20%	11%	7%	23%	100%
The City of Palm Coast government listens to citizens	5%	20%	23%	15%	13%	24%	100%

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

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	4%	14%	47%	26%	8%	100%

Question 16a: Policy Question 1

Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:	Extremely important	Very important	Somewhat important	Not at all important	Don't know	Total
Stormwater Improvements	31%	35%	28%	2%	4%	100%
Funding for Capital Improvements	14%	34%	32%	9%	11%	100%
Expansion of Parks	14%	20%	39%	21%	6%	100%
Expansion of Recreation Services	14%	22%	44%	13%	6%	100%
Economic Development	36%	35%	21%	4%	4%	100%
Commercial Development	33%	36%	21%	6%	4%	100%
Construction of additional community center	15%	16%	30%	33%	6%	100%
Construction of tennis and golf facilities	9%	13%	27%	45%	7%	100%

Question 16b: Policy Question 2

Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:	Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:						Total
	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	
Building Department	7%	24%	30%	7%	4%	28%	100%
City Administration	9%	27%	29%	10%	6%	20%	100%
Capital Projects	3%	22%	32%	9%	6%	28%	100%
City Clerk	9%	26%	32%	4%	3%	27%	100%
Code Enforcement	10%	28%	24%	17%	10%	11%	100%
Engineering/Stormwater	7%	30%	23%	14%	10%	17%	100%
Finance	2%	20%	30%	11%	7%	30%	100%
Fire & Rescue	37%	34%	15%	3%	1%	11%	100%
Law Enforcement	24%	39%	18%	8%	4%	8%	100%
Planning & Zoning	4%	21%	32%	15%	10%	18%	100%
Public Works	9%	28%	32%	10%	5%	16%	100%
Recreation & Parks	11%	37%	28%	6%	3%	14%	100%
Water & Sewer	13%	40%	22%	11%	6%	8%	100%

Question 16c: Policy Question 3

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?	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?					Total
	Never	Once or twice	Monthly	Weekly	Daily	
Read City newsletter "The Palm Coaster"	12%	24%	51%	11%	3%	100%
Read the Palm Coast News Tribune/Journal	12%	18%	11%	31%	27%	100%
Read the Flagler Times	13%	21%	17%	41%	8%	100%
Attended or watched City Council meeting on television	49%	32%	11%	7%	1%	100%

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

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

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	48%	52%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	94%
Work at home	6%
Other	1%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	79%	21%	100%

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work
Motorized vehicle, no others (SOV)	75%
Motorized vehicle, with others (MOV)	19%
Work at home	6%
Other	1%
Total	100%

Question 19: Length of Residency

How many years have you lived in Palm Coast?

Less than 2 years	17%
2 to 5 years	34%
6 to 10 years	18%
11 to 20 years	23%
More than 20 years	9%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	92%
One family house attached to one or more houses	4%
Building with two or more apartments or condominiums	4%
Mobile home	0%
Other	0%
Total	100%

Question 21: Tenure Status

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

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	78%	22%	100%
Do any teenagers ages 13 through 17 live in your household?	88%	12%	100%
Are you or any other members of your household aged 65 or older?	59%	41%	100%
Does any member of your household have a physical handicap or is anyone disabled?	78%	22%	100%

Question 26: Education

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

12th Grade or less, no diploma	2%
High school diploma	22%
Some college, no degree	27%
Associate's degree (e.g. AA, AS)	13%
Bachelor's degree (e.g. BA, AB, BS)	22%
Graduate degree or professional degree	14%
Total	100%

Question 27: Annual Household Income

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

Less than \$24,999	14%
\$25,000 to \$49,999	34%
\$50,000 to \$99,999	42%
\$100,000 or more	10%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	91%	9%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	1%
Asian or Pacific Islander	3%
Black, African American	6%
White/Caucasian	86%
Other	5%

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

Question 30: Age

In which category is your age?

18 to 24 years	3%
25 to 34 years	13%
35 to 44 years	14%
45 to 54 years	14%
55 to 64 years	22%
65 to 74 years	22%
75 years or older	11%
Total	100%

Question 31: Gender

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

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	12%	85%	3%	100%
Did you vote in the last election?	24%	75%	2%	100%
Are you likely to vote in the next election?	6%	86%	9%	100%

APPENDIX B: SURVEY METHODOLOGY

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

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

The methods detailed in the following section are for the 2007 administration of The NCS in the City of Palm Coast. Information about the implementation in previous years can be found in past reports.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning June 4, 2007. 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 postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

Response Rate and Confidence Intervals

Of the 1,087 eligible households, 472 completed the survey providing a response rate of 43%. Approximately 113 addresses sampled were “vacant” or “not found.”⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. The sample drawn for Palm Coast used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Palm Coast adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Palm Coast as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two

⁵ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Palm Coast.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

socioeconomic characteristics that were used to weight the survey results were gender/age and tenure. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the City of Palm Coast Citizen Survey

Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	14%	9%	14%
Own Home	86%	91%	86%
Type of Housing Unit			
Single-Family Detached	90%	93%	92%
Attached	10%	7%	8%
Ethnicity			
Non-Hispanic	93%	92%	91%
Hispanic	7%	8%	9%
Race			
White/Caucasian	85%	85%	85%
Non-White	15%	15%	15%
Gender			
Female	53%	53%	53%
Male	47%	47%	47%
Age			
18-34	16%	9%	16%
35-54	29%	27%	29%
55+	55%	64%	55%
Gender and Age			
Females 18-34	8%	4%	8%
Females 35-54	16%	17%	16%
Females 55+	29%	31%	29%
Males 18-34	8%	5%	8%
Males 35-54	13%	9%	13%
Males 55+	26%	33%	26%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Palm Coast. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



2 COMMERCE BLVD.
PALM COAST, FL 32164

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



2 COMMERCE BLVD.
PALM COAST, FL 32164

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



2 COMMERCE BLVD.
PALM COAST, FL 32164

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



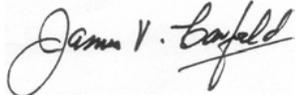
2 COMMERCE BLVD.
PALM COAST, FL 32164

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

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,

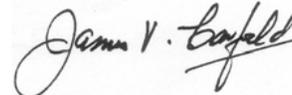


James Canfield
Mayor

Dear Palm Coast Resident,

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

Sincerely,

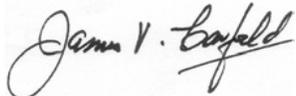


James Canfield
Mayor

Dear Palm Coast Resident,

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

Sincerely,

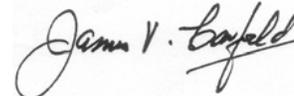


James Canfield
Mayor

Dear Palm Coast Resident,

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

Sincerely,



James Canfield
Mayor



MAYOR

June 2007

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 2007 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 386-986-3700.

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

Sincerely,

A handwritten signature in black ink that reads "James V. Canfield". The signature is written in a cursive style with a long, sweeping underline.

James Canfield
Mayor



MAYOR

June 2007

Dear Palm Coast Resident:

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

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 386-986-3700.

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

Sincerely,

A handwritten signature in black ink that reads "James V. Canfield". The signature is written in a cursive style with a large, sweeping "J" and "C".

James Canfield
Mayor

THE CITY OF PALM COAST 2007 CITIZEN SURVEY

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

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Palm Coast as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Palm Coast as a place to raise children?.....	1	2	3	4	5
How do you rate Palm Coast as a place to work?.....	1	2	3	4	5
How do you rate Palm Coast as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Palm Coast?	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall appearance of Palm Coast.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Access to affordable quality food.....	1	2	3	4	5
Ease of car travel in Palm Coast	1	2	3	4	5
Ease of bicycle travel in Palm Coast	1	2	3	4	5
Ease of walking in Palm Coast.....	1	2	3	4	5
Overall quality of new development in Palm Coast.....	1	2	3	4	5

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

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

4. To what degree, if at all, are the following problems in Palm Coast:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles.....	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds.....	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Palm Coast:

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

6. Please rate how safe you feel:

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

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

- No → Go to question #9 Yes → Go to question #8 Don't know

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

- No Yes Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Palm Coast recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Read Palm Coast Newsletter	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Palm Coast.....	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

10. How do you rate the quality of each of the following services in Palm Coast?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Appearance of recreation centers/facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Public information services.....	1	2	3	4	5
Palm Coast Municipal Access Channel 99.....	1	2	3	4	5
City Web site/online services.....	1	2	3	4	5

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

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

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

- No → Go to question #14 Yes → Go to question #13

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

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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Palm Coast taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Palm Coast is taking	1	2	3	4	5	6
The City of Palm Coast government welcomes citizen involvement	1	2	3	4	5	6
The City of Palm Coast government listens to citizens ...	1	2	3	4	5	6

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

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

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

	Extremely important	Very important	Somewhat important	Not at all important	Don't know
Stormwater 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

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

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

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

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

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

20. Which best describes the building you live in?

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

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

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

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

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

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

28. Are you Spanish/Hispanic/Latino?

- No Yes

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

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. In which category is your age?

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

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



2 COMMERCE BLVD.
PALM COAST, FL 32164

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

