

City of Sunnyvale
2005 Resident Satisfaction
Survey
Final Report
August 2005

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Executive Summary

Background / Overview

The City of Sunnyvale conducts a periodic survey of residents intended to measure trends in public opinion, with the expectation that the City can use the survey vehicle to identify areas where further action and or study are perceived to be necessary on the part of City residents.

The City of Sunnyvale contracted with Northwest Research Group, Inc. to conduct a survey that...

- ~ Built upon previous surveys conducted;
- ~ Solicited citizen input and suggestions for improvement to City services; and
- ~ Assessed community sentiment regarding specific policy issues and current challenges.

To satisfy the study’s objectives, a telephone survey of City of Sunnyvale residents was completed. The telephone survey consisted of 408 interviews with residents within Sunnyvale city limits. The sample was drawn and administered using strict random digit dialing (RDD) sampling procedures, reaching both listed and unlisted telephone numbers.

Extensive analysis of the data was completed. For purposes of geographic analysis, respondent households were divided into six geographic areas, referred to as Districts. The districts were assigned based on respondents’ answers to a question in the survey. The question, “Which Sunnyvale park or school is closest to your home?” offered a list of 30 specific parks and schools that respondents could choose from, in addition to offering an “other” option in case the park or school they considered to be closest to them was not on the list.

Table 1: District Definitions

District #1	District #2	District #3	District #4	District #5	District #6
Bishop School	Baylands Park	Ellis School	Braly Park / School	Cherry Chase School	Community Center / Orchard Heritage Park
Columbia Parks / School	Fair Oaks Park	Vargas School	Ponderosa Park / School	Cupertino Jr. High School	Ortega Park / Stockmeier
Encinal Park	Fairwood Park / School	Washington Park	Sunken Gardens Golf Course	De Anza Park / School	Panama Park
Murphy Park	Lakewood Park / School			Las Palmas Park	Raynor Park
Sunnyvale Golf Course	San Miguel School			Nimitz School	
Victory Village Park				San Antonio Park	
Cannery Park				Serra Park / School	
				Sunnyvale Middle School	
				West Valley School	
				Cumberland	

Key Findings & Future Implications

Overall Satisfaction

Residents of Sunnyvale are satisfied with their City, citing overall high marks for Sunnyvale as a place to live, high marks for the quality of services provided by the City, and high marks for safety in their City.

- ~ While these overall ratings have not changed significantly over time, there are differences seen between Districts on some issues, specifically crime, which is perceived as a greater problem in District 1, and land use planning, which residents of District 3 are more dissatisfied with.
- ~ The City should further explore the source of disparity of perception among residents of Districts 1 and 3, as compared to other Sunnyvale residents, specifically as it relates to crime and land use planning - either through internal resources, such as crime statistics and subsequent positive messaging, if applicable, and / or in-depth focus groups with residents of these areas.

Primary Strengths and Key Satisfaction Drivers

The City of Sunnyvale's primary service strengths include:

- ~ Public safety,
- ~ City parks and recreation facilities, and
- ~ Library services.

Northwest Research Group performed simple odds ratios analysis on the questions included in the survey that pertain to City services, in order to infer which of the 29 services evaluated, have the most influence on respondents' perceptions of overall service quality provided by the City of Sunnyvale.

- ~ Overall satisfaction with the quality of services provided by the City is influenced most by performing well on garbage collection and recycling services, long term land use planning, and utilities (water).
 - It will be important for the City to devote resources to these areas in order to maintain and possibly increase satisfaction levels with these services.

Contact with the City

Residents are happy with how easy it is to get information from the City of Sunnyvale. In fact, residents report contacting the City with a question, problem or concern less often this year than in past survey years, and among the residents who did contact the City, more are satisfied with the way their inquiry was handled than in previous years.

- ~ It is important for the City to review current customer service levels in order to ensure they continue to meet resident expectations related to capacity and information needs.
- ~ Some of the communication methods rated as most useful by residents are contact through the City's web site, the Recreation Program Activity Guide, and direct mail.

Fiscal Stewardship

Similar to previous years, most residents are confident that their tax dollars are being spent wisely by the City of Sunnyvale.

- ~ However, there are some differences reported across Districts, as Districts 1 and 3 report the greatest percentages of low confidence marks (11% and 7%, respectively, compared to 5% or lower in other Districts).

Residents are also evenly split (50% each) with agreement on the action the City should take now that there are fewer funds from state and federal agencies – half indicate local taxes should be increased, while half report taxes should remain the same but service levels provided by the City should be reduced.

- ~ Unfortunately, none of the specific services provided by the City evaluated in the survey seem to influence the way that residents want to make up for the shortage of state and federal funding.

Comparisons to CityMARKS™

Northwest Research Group has made some comparisons, where applicable, of data from the City of Sunnyvale's 2005 Resident Satisfaction Survey with Northwest Research Group's national CityMARKS™ research program. In brief, CityMARKS™ is Northwest Research Group's benchmark survey that is updated each spring based on a random sample of more than 2,000 individuals in participating cities across the United States.

Exceeding the National Average

Residents of Sunnyvale rate their satisfaction with services, such as public libraries, police, fire and emergency services, and reliability of traffic signals, with greater levels of satisfaction than residents of other national cities.

Sunnyvale residents also report crime and environmental issues are less problematic in the neighborhoods than do residents participating in the national CityMARKS™ survey.

Comparable to the National Average

On elements such as water and utilities, garbage and recycling services, and overall quality of all services provided, residents of Sunnyvale rate each with virtually the same levels of satisfaction as residents of other cities around the nation.

Areas of Improvement

In addition to areas of concentration noted above, important issues cited by residents that they wish the City would address include:

- ~ Land use, development and construction in the City's downtown area, and
- ~ Affordable housing for families and availability of homeless shelters.

Note that more than one-third (36%) of residents say the downtown area is not an attractive area for shopping and/or entertainment, when asked, and when asked what they feel are the most important issues facing citizens of Sunnyvale today or in the future, the most often mentioned area of concern among residents of Sunnyvale include the downtown development area.

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I. Project Overview

Background & Objectives

Citizen satisfaction surveys have become increasingly more common as many jurisdictions attempt to gauge citizen expectations and satisfaction with government services. They become important tools for identifying citizen preferences, detecting citizen satisfaction, measuring government performance, and involving citizens in the administrative process.

The City of Sunnyvale conducts a periodic survey of residents intended to measure trends in public opinion, with the expectation that the City can use the survey vehicle to identify areas where further action and or study are perceived to be necessary on the part of City residents.

The City of Sunnyvale contracted with Northwest Research Group, Inc. to conduct a survey that...

- ~ Built upon previous surveys conducted;
- ~ Solicited citizen input and suggestions for improvement to City services; and
- ~ Assessed community sentiment regarding specific policy issues and current and challenges.

Methodology and Sampling

Research Design

To satisfy the study's objectives, a telephone survey of City of Sunnyvale residents was completed. Qualified respondents were defined as:

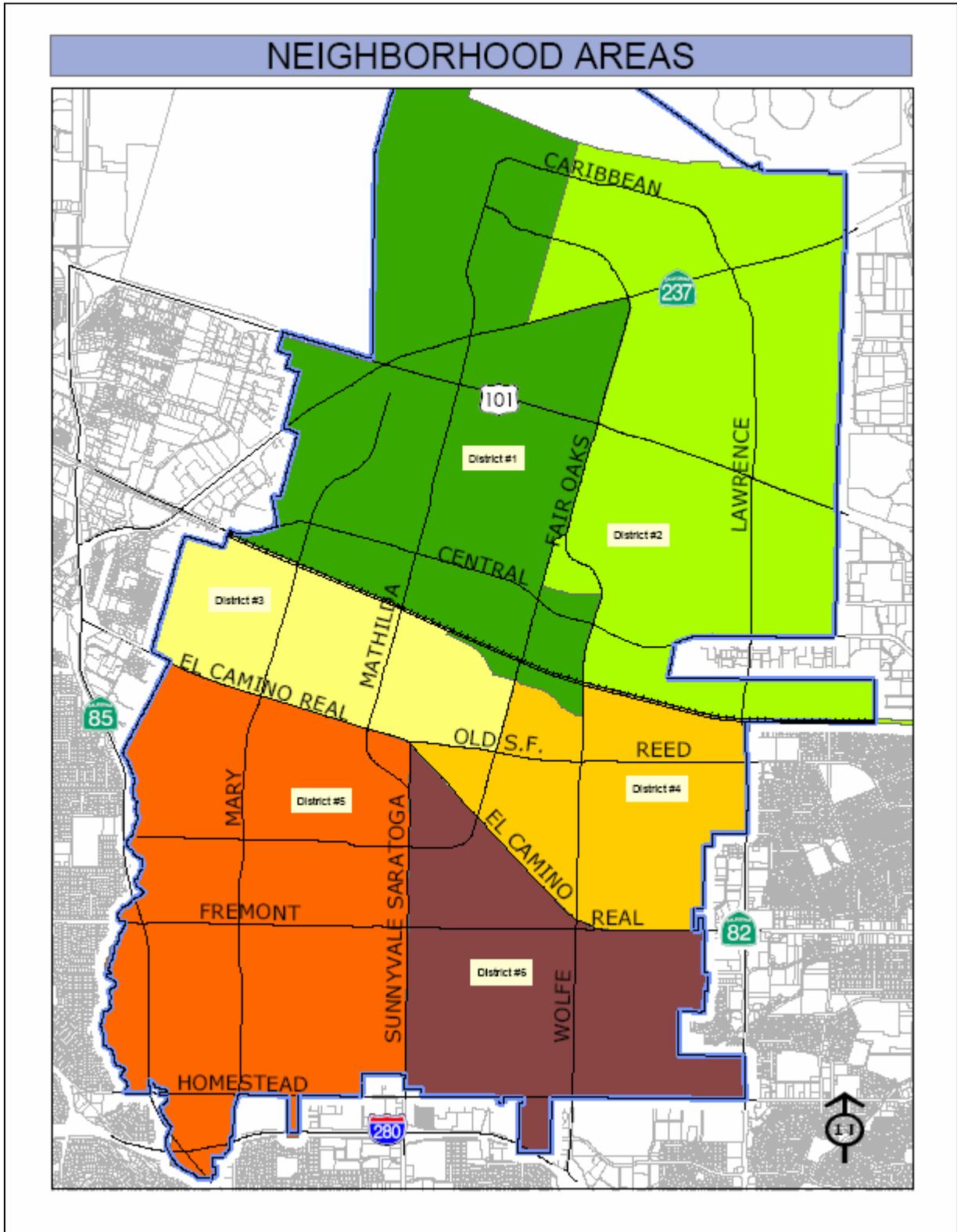
Residents within the City of Sunnyvale who are the head of the household and are 18 years of age and older.

Telephone data collection using random digit dial (RDD) sampling continues to be the best sampling and data collection methodology for conducting research that represents the general population. Telephone surveys, notably those using computer-assisted telephone interviewing (CATI) technology, also continue to be the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional interviewers probe for complete answers to all questions, limiting the number of unanswered questions and gaining in-depth information for open-ended questions. Note for all questions, respondents are given the option to provide a response of "don't know" or "no opinion."

The telephone survey consisted of 408 interviews with residents within Sunnyvale city limits. The sample was drawn and administered using strict random digit dialing (RDD) sampling procedures, reaching both listed and unlisted telephone numbers. Cell phone numbers are not included in the sampling frame due to FCC law which poses legal restrictions on use of automated dialing equipment, thereby affecting the availability of cellular phone numbers to market research firms, telemarketers, pollsters and other entities. Given the demographic make-up of City of Sunnyvale residents (generally younger), and proximity to high-technology, generally indicative of an early-adopter segment of the population, the City may wish to consider methods for future surveys which could include cell-phone only residents, such as supplementing the telephone survey method with online administration.

A random sample, screened for disconnected numbers, was ordered from Survey Sampling International to ensure a minimum of 400 completed interviews.

Figure 1: City of Sunnyvale



For purposes of geographic analysis, respondent households were divided into six geographic areas, referred to as Districts. The districts were assigned based on respondents' answers to a question in the survey. The question, "Which Sunnyvale park or school is closest to your home?" offered a list of 30 specific parks and schools that respondents could choose from, in addition to offering an "other" option in case the park or school they considered to be closest to them was not on the list. Quotas were placed on each district in order to achieve a minimum of thirty (30) surveys in each district.

Table 2: District Definitions

District #1	District #2	District #3	District #4	District #5	District #6
Bishop School	Baylands Park	Ellis School	Braly Park / School	Cherry Chase School	Community Center / Orchard Heritage Park
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Table 3: Sampling Plan: City of Sunnyvale

District	% of Households Goal	Surveyed % of Population	# of Complete Surveys (n)	Precision
District 1	13.4%	11.1%	39	+ or - 15.7%
District 2	17.7%	15.7%	55	+ or - 13.2%
District 3	12.0%	12.8%	45	+ or - 14.6%
District 4	15.0%	9.7%	34	+ or - 16.8%
District 5	22.9%	32.5%	114	+ or - 9.2%
District 6	19.1%	18.2%	64	+ or - 12.3%
District Unknown	--	--	57	+ or - 13.0%
Total	100%	100%	408	+ or - 4.9%

Interviews were completed with a randomly selected male or female head of the household, 18 years of age or older. As women are more likely to complete telephone surveys than men, gender was monitored to ensure that a representative number of males and females were interviewed.

Interviews were conducted between July 14, 2005 and July 20, 2005. Northwest Research Group conducted interviews daily until 9:00 p.m. and during the afternoon and early evening hours on weekends. Each sample element was attempted up to five times to maximize the extent to which the sample represents the population. This method ensures that each household has a known probability of being selected for an interview.

Statistical Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys today, all households do not have an equal probability of selection. For example, households with multiple telephone lines have a higher probability of selection than those with a single line. In addition, multi-person households have a greater probability of selection than those with a single person as it is more likely that a person will be at home when calls are attempted. The first stage of weighting, therefore, adjusts for the probability of being selected resulting from:

- ~ Phone numbers dialed and the universe of phones within the sampling frame,
- ~ Multiple telephone lines in the household,
- ~ Households without telephones, and
- ~ Number of adults in the household.

In addition, post-stratification weighting was used to adjust the sample to match the target population estimates in each district and to adjust for any non-response. Given that telephone sampling often leads to age distributions that do not match the known population estimates, estimates (from the 2000 census data) for the age groups 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, and 65 and older were used both for males and females to adjust for varying levels of non-response within each age group. The percentage of interviews obtained and the percentage resulting from the weighting process are shown in the following table.

Table 4: Sampling: Weighting

Post-stratification weighting was used to adjust the sample to match the target population.	Age	Male			Female		
		Census	% Actually Obtained	% After Weighting	Census	% Actually Obtained	% After Weighting
	18 to 24	10%	5%	9%	10%	3%	6%
	25 to 34	32%	17%	32%	26%	16%	30%
	35 to 44	24%	15%	24%	22%	23%	22%
	45 to 54	15%	25%	14%	15%	20%	15%
	55 to 64	9%	21%	9%	11%	13%	11%
	65 +	11%	17%	11%	16%	24%	16%

All results in this report are based on the weighted sample data. Weighted cell sizes are shown in all figures and tables within this report. However, it is important to note that all tests for statistical significance and other analyses conducted on the data uses unweighted data.

Final Interviewing Outcomes

Declining response rates resulting from the inability to reach households with targeted respondents at home and increasing refusal rates are of significant concern in telephone survey research. Strict calling procedures are used to maximize response rates including:

- ~ Drawing and loading sample in replicates, a replica subset of the entire sample. In other words, the sample that is randomly drawn from the sampling frame is systematically divided into smaller groups that are each representative of the population. Each replicate, or sub-sample, is dialed in sequential order to maintain the integrity of the parent sample. This prevents any selection bias that could occur should sampling quotas fill before the entire sample is dialed.
- ~ Scheduling call-back interviews as required to complete surveys at a convenient time.
- ~ Re-contacting individuals who initially refused to complete the survey at an alternative time. The majority of initial refusals to surveys occur prior to hearing the introduction. Moreover, the person answering the phone may not be the individual in the household scheduled to be interviewed.
- ~ Calling back households who do not answer or have busy numbers up to five times to maximize contact rates.

A total of 10,161 telephone numbers were attempted to reach the final sample size of 408. Each dialing that did not result in a completed interview, disqualification, or immediate refusal was re-called a minimum of five times, before it was considered used and retired from the sample database. This method of sample management greatly increased the overall reliability of the data by limiting potential non-sampling error. Details of the final disposition of all sample attempts are kept under separate cover in the Field Services Report.

The response rate for the City of Sunnyvale 2005 Resident Satisfaction Survey based on 2004 AAPOR (American Association for Public Opinion Research) formula is 26.6 percent. The response rate is the percentage of the proportion of working household numbers where we have actually made contact with someone out of all of the working household numbers. In addition, of those reached, only 13 percent refused to complete the survey. This is lower than the national average for RDD samples where the refusal rate is as high as 40 percent.*

Questionnaire Design

Utilizing the City of Sunnyvale's past survey instrument as the basis for the current survey instrument, NWRG worked with the City to design a pre-test ready survey instrument. The questionnaire ensured the overall objectives of the survey would be met, that the information needed by the City was attained, and that the structure and design of the survey instrument was acceptable for CATI implementation.

Content

The following topics were included in the 2005 Resident Satisfaction Survey questionnaire:

- ~ Screening Questions
- ~ City Services Evaluation
- ~ Taxes and Fiscal Stewardship
- ~ Safety
- ~ City Staff and Information
- ~ Evaluation of the Respondent's Neighborhood and Community
- ~ Demographics

The questionnaire used a variety of question formats, including closed single- and multiple-response questions for all categorical data. In situations where not all potential responses could be anticipated, an "other" category was included. These results were then reviewed and, where appropriate, post-coded into the database. All attitude and evaluation questions used scaled response formats. Scales were typically four or five points in length. Three open-ended questions were included to obtain additional comments from the respondents regarding important issues and city services. Based on a review of these responses, code list were developed to capture the range of responses. Results from the open-ended question were then coded and entered into the respondent database.

The survey was administered using computer-assisted telephone interviewing technology. The computer program automatically handled all skip and branching patterns. The questionnaire averaged 19 minutes in length. A copy of the City of Sunnyvale's customized questionnaire is included in the Appendix.

* Council for Marketing and Opinion Research (CMOR), 2003 Respondent Cooperation & Industry Image Study

Respondent Characteristics

To further analyze the data, several key demographic questions were asked. This information aids in determining the representativeness of the final sample by comparing this information with current census figures. Moreover, these questions provide additional opportunity for analysis or sub-segment analysis.

- ~ Age and gender distributions match current Census data within each region as a result of the weighting process.
- ~ More than half (65%) of Sunnyvale households do not have children under 18 living at home.
- ~ Over half (63%) of the residents interviewed have lived in Sunnyvale for more than 5 years.
- ~ The median income of respondents is \$81,923, with nearly three in four (72%) reporting incomes in the \$50,000 to \$250,000 range. This is higher than the median household income for Sunnyvale reported in the 2000 Census (\$74,409). The majority of this difference may simply be growth in income since the Census data was reported. It may also reflect the nature of job growth and change in the city. Analysis by income allows for better understanding as to what, if any, impact income has on attitudes and perceptions.

Table 5: Respondent Characteristics

<i>The sample is representative of the population in the City of Sunnyvale within its six districts.</i>		District	District	District	District	District	District
	Overall	1	2	3	4	5	6
Age							
18 to 24	8%	9%	11%	12%	6%	5%	7%
25 to 34	31%	24%	32%	20%	12%	32%	32%
35 to 44	23%	32%	21%	33%	38%	19%	14%
45 to 54	15%	22%	13%	17%	14%	17%	18%
55 to 64	10%	9%	7%	7%	16%	12%	10%
65 or older	13%	5%	16%	11%	15%	15%	19%
Median	40 yrs.	41 yrs.	38 yrs.	40 yrs.	44 yrs.	42 yrs.	44 yrs.
Gender							
Male	52%	51%	51%	58%	38%	50%	45%
Female	48%	49%	49%	42%	62%	50%	55%
Income							
Less than \$25K	9%	7%	12%	6%	8%	6%	13%
\$25K to \$50K	17%	32%	21%	27%	10%	15%	13%
\$50K to \$100K	37%	32%	37%	35%	37%	36%	36%
\$100K to \$250K	35%	29%	29%	32%	29%	43%	38%
\$250K or more	2%	0%	1%	0%	16%	1%	0%
Median	\$81,923	\$68,750	\$73,684	\$76,786	\$92,500	\$91,667	\$85,294
Household Type							
With children	35%	38%	46%	46%	40%	35%	42%
Without children	65%	62%	54%	54%	60%	65%	58%
Years in Sunnyvale							
Less than 1 Year	15%	10%	15%	0%	3%	13%	12%
1 to 2 Years	5%	0%	5%	8%	0%	6%	5%
2 to 5 Years	17%	11%	9%	19%	9%	17%	23%
5 Years or Longer	63%	79%	71%	73%	88%	64%	61%

How to Use This Report

Report Format

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics as a whole, and for key subgroups.

The following notes describe the reporting conventions used in the report:

The report is organized by major topic area. Tables and charts provide supporting data.

- ~ Information about the overall results for each topic area is presented first, followed by relevant, statistically and practically significant differences between key subgroups. Differences between important subgroups (e.g., geography, age, gender, etc.) are presented in this report only when they are statistically significant at the .05 level (the likelihood of the difference occurring by chance alone is less than 5 times out of 100).
- ~ For each topic, following the results for the July 2005 survey is a tracking table to indicate the percentage difference between the July 2005 data to the previous surveys conducted (July 2003, June 2002, December 2001 and June 2000). NWRG compiled data from the previous four surveys' reports that were provided by the City of Sunnyvale. A brief description is given for each "change over time" table comparing this July 2005 data to the July 2003 survey.
- ~ Each survey that has been conducted for the City of Sunnyvale (July 2005, July 2003, June 2002, December 2001, and June 2002) is referred to as a survey wave throughout the report.
- ~ In most charts and tables, unless otherwise noted, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding, the permissibility of multiple responses for specific questions, or the presentation of abbreviated data.
- ~ Except where noted, tables and charts provide information from respondents who offered opinions to a question. "Don't know" and "refusals" are counted as missing values unless "don't know" is a valid or meaningful response. The "no answer" category is not included in the analysis generating the graphics.
- ~ Complete documentation of the data analysis (in the form of banners) is kept separately. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample. A sample of the banner output is included in the Appendix.

Statistical Significance

While interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. The size of such sampling error depends completely on the number of interviews completed. The larger the sample size, the smaller the sampling error.

The overall margin of sampling error for this survey for questions asked of all respondents is plus or minus 4.9 percent. Table 5 illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error among subgroups. For example, if we asked a question of all respondents (n=408) and 10 percent gave a specific response of “very good,” the error associated with that question is plus or minus 2.9 percent. That is, if you repeated the survey, you would expect 7.1% to 12.9% percent of all respondents would give a “very good” rating again. Further, if we asked a yes or no question of only males (n=196) and 50 percent gave a specific response of “yes,” the error associated with that estimate is plus or minus 6.9%. If the survey was repeated, we would expect between 43.1% and 56.9% of males would say “yes” again.

Table 6: Error Associated With Different Proportions at Different Sample Sizes at the 95% Confidence Level

The error associated with the estimates in this survey varies by the estimate itself and the sample size.	Sample Size	% of Respondents Who Give a Specific Response				
		10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
The overall margin of sampling error associated with the City of Sunnyvale Survey is 4.9 percentage points.	50	8.3%	11.1%	12.7%	13.6%	13.9%
	100	5.9%	7.8%	9.0%	9.6%	9.8%
	200	4.2%	5.5%	6.4%	6.8%	6.9%
	300	3.4%	4.5%	5.2%	5.5%	5.7%
	400	2.9%	3.9%	4.5%	4.8%	4.9%

Throughout this report, differences between key groups will be reported. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is *statistically* significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is *practically* significant. To be *practically* significant, the difference must be *statistically* significant. However, a *statistically* significant difference may not be *practically* significant.

Z Scores – Comparisons to Previous Years Results

Northwest Research Group conducted Z-tests on the percentages from the July 2005 and July 2003 survey waves in order to establish whether differences in the results from each survey wave were statistically significant. Northwest Research Group was not able to perform Z-tests between other survey waves since the sample sizes for all questions the 2002, 2001 and 2000 survey waves are not readily available.

Northwest Research Group conducted individual Z-tests on the percentages from the July 2005 and July 2003 survey waves in order to establish whether differences in the results from each survey wave were statistically significant. Z scores tell how many standard deviations away from the mean a score resides based on the standard normal distribution. Z scores can be positive or negative. Z scores are calculated by using a combination of the standard deviation, sample sizes for each question/response, and takes into

account the set probability level (a 1% probability level was used for these 2005 vs. 2003 City of Sunnyvale’s calculations). Once the z-score is calculated, the greater the z score is, the more likely the differences between the two samples being compared is not due to chance or sampling error. In order for a difference to be termed as “significant,” the z-score must be calculated to be greater than +/- 2.58.

In some cases throughout the report, some percentages may appear statistically significant, but because of their calculated z score, they are stated as being not statistically significant. This is due to the fact that z scores are dependent upon where the error is largest in the distribution of answers. A difference of +/- 4.9% (the confidence level of surveying 408 residents) will only indicate a significant difference between percentages if the distribution of answers to the question was a uniform distribution where the probability is equal across the distribution of answers.

Because the 2005 and 2003 survey waves make comparisons between a variable number of residents who answered a similar question (some questions in 2003 were asked of only half of the total number of residents surveyed) the distribution of answers is not a uniform distribution, therefore, the confidence level will be different for all questions where the two survey waves are being compared.

As an example, the following table (also found on page 19) shows the percentage top box (good and very good combined) responses for each of the Public Safety series’ questions asked and the change over time compared to previous survey waves. While there is a significant increase in respondent’s ratings for “response time to medical emergencies” compared to the previous survey waves, there are not statistically significant increases for the other Public Safety services. Although one might expect a 10-percentage point increase, as seen in Q4CC, to be significant, it is not, as the total number of respondents (or the frequency, indicated below by n=) who answered each question is different from year to year and also how far the percents are from the midpoint of the distribution (50%) differs.

Change Over Time: Public Safety – Top Box (Very Good & Good)

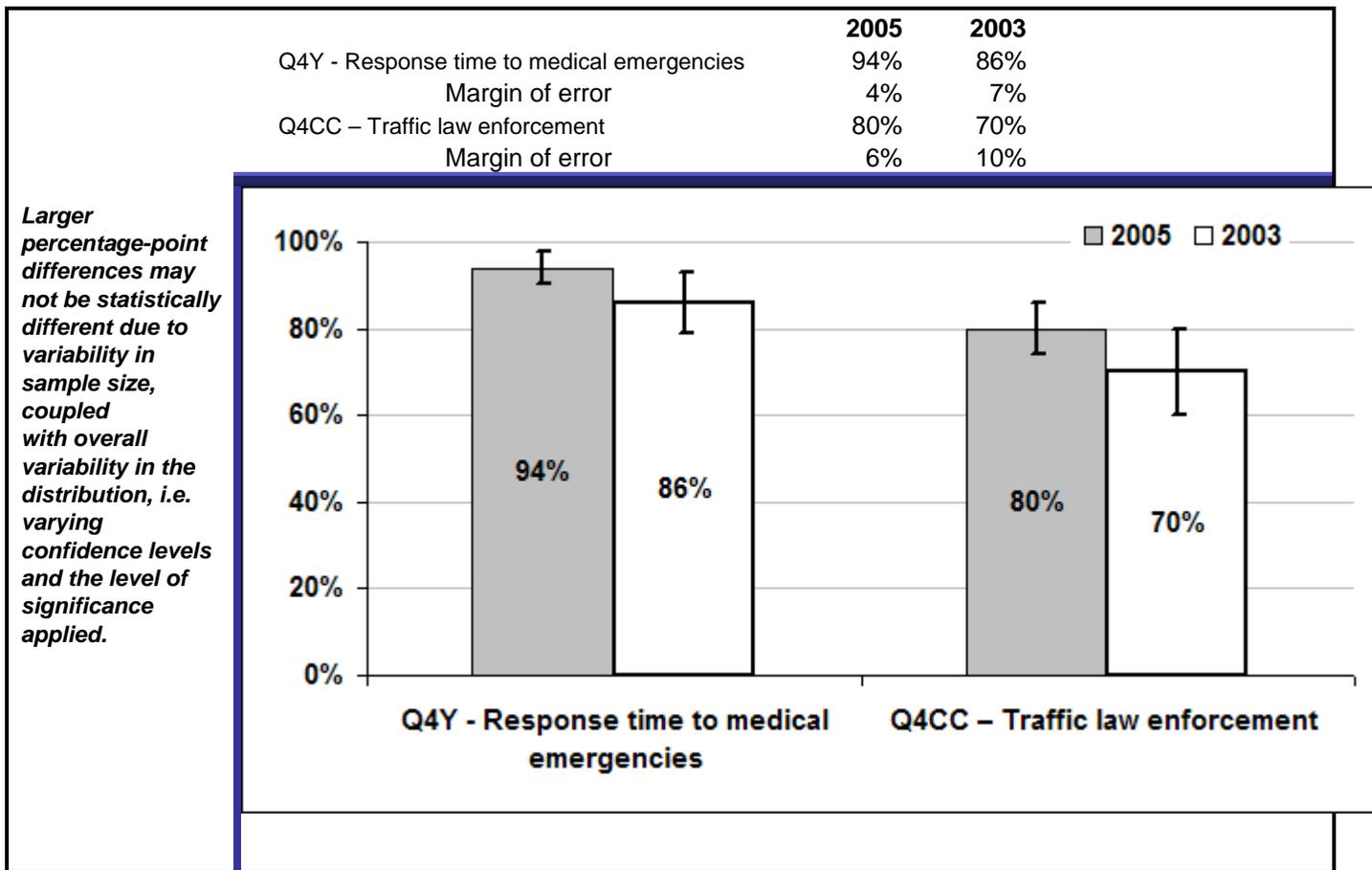
	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Q4Y - Response time to medical emergencies <i>(Total responding excluding “don’t know” 2005 n=271; Total responding excluding “don’t know” 2003 n=194)</i>	94% (n=255)	+8% (86% or n=166)	N/A	+8%	+11%
Q4B - Fire services	94%	+2%	-1%	+/- 0%	+/- 0%
Q4S – Emergency medical services	93%	+4%	N/A	N/A	N/A
Q4A – Police services	91%	+1%	-2%	-3%	-2%
Q4CC – Traffic law enforcement <i>(Total responding excluding “don’t know” 2005 n=381; Total responding excluding “don’t know” 2003 n=211)</i>	80% (n=304)	+10% (70% or n=148)	N/A	+5%	+10%
Q4M – Animal control services	78%	+4%	N/A	+8%	+13%

A good way to visualize the different behaviors is to compare the 99% confidence intervals for each statistic and compare the degree in which they overlap. Note that overlapping or non-overlapping is not an absolute distinction or indicator that two measures are statistically significant, but rather acts as a good “eyeball test” to visualize the magnitude of the differences. The general interpretation for 99% confidence intervals for the following examples is; that if the same number of Sunnyvale residents were interviewed

100 separate times then the percent who report Good or Very Good will fall within the estimated confidence interval 99 times out of 100.

Looking at Q4Y or “response time to medical emergencies”, the 99% confidence interval around the Very Good and Good estimate for 2005 is [90.2% - 97.8%] and for 2003 is [79.1% - 92.9%]. There is an overlap of 2.7 percentage points between the tails of the confidence intervals. Doing the same comparison for Q4CC - Traffic law enforcement satisfaction, the margin of errors around the 2005 estimate is [74.1% - 85.9%] and for 2003 the same 99% confidence interval is [60.3% - 79.7%] where there is now an overlap of 5.6 percentage points between the intervals which is more than twice the size of overlap found in the Q4Y comparison.

The following graph compares visually the increased variability found in the Q4CC question as compared to Q4Y.



In summary, larger percentage-point differences may not be statistically different due to variability in sample size, coupled with overall variability in the distribution, i.e. varying confidence levels and the level of significance applied.

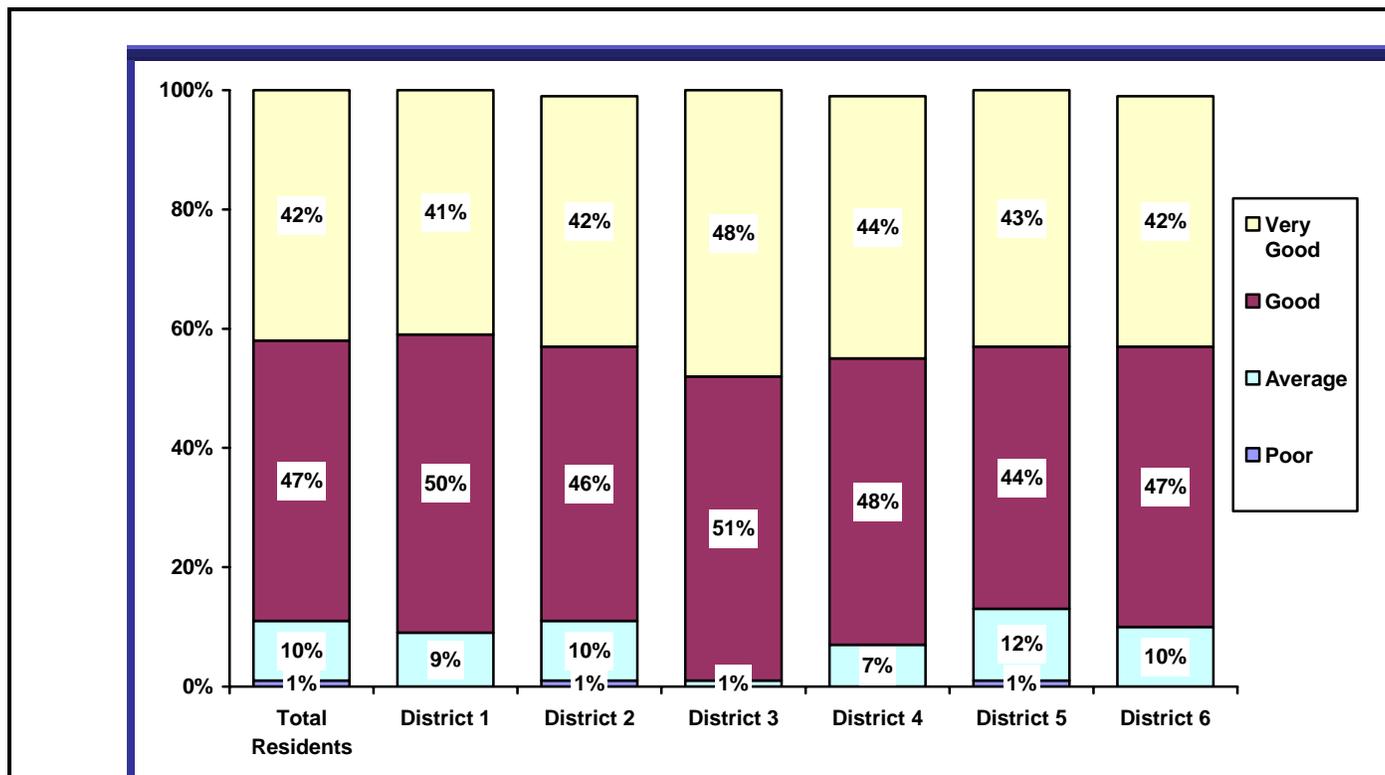
II. Key Findings

City Services

Service Quality

All residents were asked to indicate how they would rate the overall quality of services provided by the City of Sunnyvale. Respondents were asked to state whether the quality of services are *very good*, *good*, *average*, *poor*, or *very poor*. In addition, respondents were asked to evaluate the quality of 29 specific City-provided services by indicating if each service is *very good*, *good*, *average*, *poor*, or *very poor*.

- ~ Most (89%) residents state the overall quality of services provided by the City of Sunnyvale are good – 42% state services are *very good* and 47% report that services are *good*.
- ~ Very few residents report the overall quality of services provided by the City are poor. In fact, no residents (0%) find the overall services to be *very poor*, and only two individuals (1%) state that services are *poor*.
- ~ Respondents aged 55 or older (93%), respondents with annual household incomes of \$100,000 per year or higher (95%), residents with children in the household (94%) and those who have lived in Sunnyvale for two years or longer (93%) are significantly more likely than their respective counterparts to state the overall quality of services provided by the City of Sunnyvale are *very good* or *good*.
- ~ Residents of District 3 are significantly more likely than residents of District 5 to rate the overall quality of services provided by the City of Sunnyvale as *very good* or *good* (48% compared to 43%, respectively).



- ~ Compared to July 2003, there is a one percent (1%) decline in top box ratings (*very good & good*) regarding the quality of services provided by the City of Sunnyvale, however this decrease is not statistically significant.

Change Over Time: Service Quality – Top Box (<i>Very Good & Good</i>)					
<i>Top box ratings have decreased by one percent (1%) from July 2003, however, this is not a significant decrease.</i>	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	89%	-1%	-4%	-3%	-3%

Northwest Research Group performed simple odds ratios analysis on the questions pertaining to City services to construe which specific services, of the 29 services evaluated, have the most influence on respondents’ perceptions of overall service quality provided by the City of Sunnyvale. Essentially, the odds ratio compares the likelihood of a specific survey response comparing two different groups. In this case, citizens who have dissatisfaction with service elements were compared against those who reported satisfaction in order to assess the likelihood of reporting a less than excellent rating when asked to rate the overall quality of services provided by the City of Sunnyvale.

- ~ Garbage collection and recycling, public utilities (water), and long-term land use planning are the three services that have the most influence on residents’ perceptions of overall services provided by the City of Sunnyvale.

Satisfaction by Service Block

The 29 services evaluated were grouped into service blocks. These blocks include public safety, library services, public utilities and road conditions, parks, recreation and facilities, codes and planning, and childcare.

Public Safety

Included in the Public Safety block are response time to medical emergencies, fire services, emergency medical services, police services, traffic law enforcement, and animal control services.

- ~ Residents find that “response time to medical emergencies” (94%), “fire services” (94%) and “emergency medical services” (93%) are *very good* or *good* services provided by the City of Sunnyvale.
- ~ Residents who report annual household incomes of \$100,000 or greater are significantly more likely than those earning below \$50,000 per year to state “police services” are either *very good* or *good* (96% compared to 83%, respectively).
- ~ All (100%) residents of District 1 rate the “response time to medical emergencies” as *very good* or *good*. In addition, all (100%) residents in District 4 state “fire services” are either *very good* or *good*.

Public Safety

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Response time to medical emergencies	94%	100%	90%	96%	90%	97%	91%
Fire services	94%	95%	92%	93%	100%	94%	99%
Emergency medical services	93%	95%	93%	90%	92%	89%	96%
Police services	91%	90%	90%	93%	100%	91%	89%
Traffic law enforcement	80%	76%	82%	92%	70%	78%	82%
Animal Control services	78%	70%	72%	81%	83%	77%	82%

*Top Box ratings includes “very good” and “good,” combined

- ~ Among the public safety services, July 2005 shows a statistically significant increase in high ratings (*very good or good*) for “response time to medical emergencies” compared to the previous survey wave (94% vs. 86% in July 2003).

- ~ All other public safety services experienced a slight improvement in top box scores, however the differences from July 2003 are not statistically significant.

Change Over Time: Public Safety – Top Box (Very Good & Good)

		Percentage Change from 2005			
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
Q4Y - Response time to medical emergencies	94%	+8%	N/A	+8%	+11%
Q4B - Fire services	94%	+2%	-1%	+/- 0%	+/- 0%
Q4S – Emergency medical services	93%	+4%	N/A	N/A	N/A
Q4A – Police services	91%	+1%	-2%	-3%	-2%
Q4CC – Traffic law enforcement	80%	+10%	N/A	+5%	+10%
Q4M – Animal control services	78%	+4%	N/A	+8%	+13%

Library Services

Included in the Library Services Block are helpfulness of library staff, safety of library facilities, library services, appearance of library facilities, adequacy of library facilities, library hours of operation, and availability of library materials.

- ~ Receiving the greatest percentages of *very good* and *good* ratings are the “helpfulness of library staff” (89%), the “safety of library facilities” (88%) and “library services” (86%).
- ~ Older respondents (87% of those aged 55 and older) are significantly more likely than respondents aged 18 to 34 (73%) to state the “library hours of operation” are *very good* or *good*.
- ~ Residents of Districts 3 (98%) and 6 (97%) are more likely to find the “helpfulness of library staff” to be *very good* or *good* than residents of other Districts.

Library Services

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Helpfulness of library staff	89%	82%	81%	98%	83%	86%	97%
Safety of library facilities	88%	86%	80%	94%	92%	88%	95%
Library services	86%	71%	84%	96%	86%	89%	89%
Appearance of library facilities	83%	78%	76%	86%	89%	80%	84%
Adequacy of library facilities	82%	74%	83%	83%	90%	81%	84%
Library hours of operation	79%	76%	81%	90%	64%	80%	81%
Availability of library materials	79%	73%	85%	84%	73%	77%	80%

*Top Box ratings includes (“very good” and “good,” combined)

- ~ Compared to July 2003, high scores (*very good and good*) for library services and facilities slightly increased with the exception of “library services” which declined by one percentage point (-1%). However, none of the percentage differences found are statistically significant.

- ~ “Adequacy of library facilities” is a new library service added to the July 2005 questionnaire. July 2003 data for “appearance of library facilities” was not available to NWRG for comparison to July 2005 data.

Change Over Time : Library Services & Facilities – Top Box (Very Good & Good)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Q4E – Helpfulness of library staff	89%	+1%	N/A	+3%	+6%
Q4F – Safety of library facilities	88%	+2%	N/A	+2%	-4%
Q4D – Library services	86%	-1%	N/A	-1%	-1%
Q4I – Appearance of library facilities	83%	N/A	N/A	-4%	-1%
Q4J – Adequacy of library facilities	82%	N/A	N/A	N/A	N/A
Q4H – Library hours of operation	79%	+6%	N/A	-2%	-4%
Q4G – Availability of library materials	79%	+1%	N/A	-4%	+/- 0%

Public Utilities & Road Conditions

Included in the Public Utilities and Road Conditions Services Block are garbage collection, maintenance of street lights, utilities (water services), reliability of traffic signals, safe road conditions, storm water protection, roadside and median appearances, maintenance of streets, roads, sidewalks, street trees, usability of bicycle and pedestrian facilities, and quality of drinking water.

- ~ The “maintenance of street lights” (87%), “utilities” (water services) (85%), “garbage collection” (85%) and “storm water protection” (84%) receive the greatest percentages of *very good* and *good* ratings from residents.
- ~ “Street light maintenance” seems to be more problematic in Districts 1 and 5. Residents of Districts 2 (93%), 3 (97%) and 6 (96%) give significantly greater percentages of *very good* and *good* ratings to the “maintenance of street lights” than residents in Districts 1 (76%) and 5 (79%).
- ~ Most (92%) residents of District 6 rate the “reliability of traffic signals” as *very good* or *good* - significantly more often than residents of Districts 2 (79%) and 4 (73%).
- ~ Residents of Districts 3 (86%) and 4 (93%) give significantly greater percentages of *very good* and *good* ratings to “roadside and median appearances” than residents of Districts 2 (64%) and 5 (79%).

Public Utilities and Road Conditions

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Maintenance of street lights	87%	76%	93%	97%	89%	79%	96%
Utilities (water services)	85%	90%	83%	84%	85%	81%	96%
Garbage collection	85%	72%	88%	90%	88%	84%	89%
Storm water protection	84%	86%	81%	88%	79%	83%	86%
Reliability of traffic signals	82%	68%	79%	81%	73%	85%	92%
Safe road conditions	80%	79%	74%	87%	79%	75%	83%
Roadside and median appearances	79%	75%	64%	86%	93%	79%	80%
Maintenance of streets, roads, sidewalks, street trees	78%	69%	68%	84%	87%	72%	80%
Usability of bicycle and pedestrian facilities	73%	70%	71%	71%	72%	77%	84%
Quality of drinking water	65%	73%	67%	65%	54%	72%	68%

*Top Box ratings includes (“very good” and “good,” combined)

- ~ In comparison to July 2003, the public utilities and road conditions services that have improved in top box ratings (*very good and good*) include “maintenance of streets, roads, sidewalks and street trees” (+3%) and “storm water protection” (+2%), however the changes are not statistically significant.
- ~ Top box ratings (*very good and good*) for “utilities” and for “roadside and median appearances” remain consistent with the percentages reported in July 2003.
- ~ Although differences compared to July 2003 are not statistically significant, the largest decreases in top box ratings were reported for “usability of bicycle and pedestrian facilities” (-4%) and “quality of drinking water” (-4%).

Change Over Time : Public Utilities & Road Conditions – Top Box (Very Good & Good)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Q4P – Maintenance of street lights	87%	-3%	N/A	N/A	N/A
Q4K – Utilities (water services)	85%	+/-0%	N/A	+1%	+2%
Q4L – Garbage collection / recycling	85%	-1%	N/A	-3%	+7%
Q4V – Storm water protection	84%	+2%	N/A	+10%	+13%
Q4Q – Reliability of traffic signals	82%	-2%	N/A	-2%	+1%
Q4W – Safe road conditions	80%	+2%	N/A	-1%	+9%
Q4U – Roadside and median appearances	79%	+/-0%	N/A	+2%	+2%
Q4C – Maintenance of streets, roads, sidewalks, street trees	78%	+3%	N/A	+/-0%	+2%
Q4R – Usability of bicycle / pedestrian facilities	73%	-4%	N/A	+/-0%	N/A
Q4X – Quality of drinking water	65%	-4%	N/A	-7%	+1%

Parks, Recreation, and Facilities

Three services regarding parks, recreation and facilities were also evaluated. Specifically, these services include the condition of community facilities such as the community center, library, parks, buildings and City Hall, as well as parks maintenance and recreation programs and activities.

- ~ The “condition of community facilities” and “parks maintenance” receive equal percentages of very good and good ratings (89% for both).
- ~ Respondents aged 35 and older give significantly more top box ratings to the “condition of community facilities” than younger respondents (93% compared to 83%, respectively).
- ~ Respondents who have lived in Sunnyvale longer than five years are significantly more likely than those who have lived in the City between two and five years to rate the “recreation programs and activities” available as *very good* or *good* (87% compared to 71%, respectively).
- ~ Significantly more residents in Districts 4 (96%) and 6 (95%) rate the “condition of community facilities” as *very good* or *good* than residents in District 5 (84%).
- ~ “Recreation programs and activities” receives its greatest percentage of *very good and good* ratings from residents in District 6 (91%) – significantly greater than the percentage reported among residents of District 5 (78%).

Parks, Recreation and Facilities

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Condition of community facilities	89%	81%	92%	90%	96%	84%	95%
Parks maintenance	89%	80%	90%	87%	91%	86%	94%
Recreation programs and activities	82%	73%	87%	82%	84%	78%	91%

**Top Box ratings includes (“very good” and “good,” combined)*

- ~ Compared to July 2003, “recreation programs and activities” has increased in the percentage of residents who rate this service as *very good or good* (+4%). Note that the increase in top box ratings is not a statistically significant change and this question’s wording has changed slightly from previous survey waves.

- ~ In July 2005, “condition of community facilities” was added as a new question within the parks, recreation, and facilities service block and in June 2000 “parks maintenance” is compared to the old wording “attractiveness of neighborhood parks.”

Change Over Time : Parks, Recreation, and Facilities – Top Box (Very Good & Good)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Q4T – Condition of community facilities	89%	N/A	N/A	N/A	N/A
Q4O – Parks maintenance	89%	N/A	N/A	N/A	N/A
Q4N – Recreation programs and activities	82%	+4%	N/A	+2%	+2%

Codes and Planning

Code enforcement and long-term land use planning are included in the Codes and Planning services block.

- ~ Three out of four (75%) residents state that code enforcement in Sunnyvale is *very good* or *good*, while only fifty-seven percent (57%) of residents give these same ratings to long-term land use planning.
 - ~ Note – many of the additional comments received from respondents at the end of their interviews dealt with road construction and other construction projects that have impacted resident life in Sunnyvale. These recent projects may have an effect on the lower ratings given for long-term land use planning.
- ~ Only thirty-six percent (36%) of residents in District 3 give long-term land use planning a rating of *very good* or *good* – lower than any other service evaluated.
- ~ Residents of District 4 (85%) rate code enforcement as *very good* or *good* significantly more often than residents of District 3 (61%).

Codes and Planning

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Code enforcement	75%	72%	73%	61%	85%	75%	77%
Long-term land use planning	57%	70%	61%	36%	67%	50%	56%

**Top Box ratings includes ("very good" and "good," combined)*

- ~ *Very good or good* ratings for “code enforcement” have improved slightly in July 2005 compared to July 2003 (+6%), however this difference is not statistically significant.
- ~ “Long-term land use planning” is a new service added to the questionnaire for the July 2005 survey wave.

Change Over Time : Codes & Planning – Top Box (Very Good & Good)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Q4Z – Code enforcement	75%	+6%	N/A	+15%	+14%
Q4BB – Long-term land use planning	57%	N/A	N/A	N/A	N/A

Childcare

Respondents were also asked to rate Sunnyvale’s information and coordination about Sunnyvale childcare facilities.

- ~ Sixty percent (60%) of residents rate the “information about and coordination of Sunnyvale child care facilities” as *very good* or *good*.
- ~ Childcare information is rated with *very good* or *good* marks by significantly more residents in Districts 1 (76%) and 2 (79%) than in Districts 3 (41%) and 5 (52%).

Childcare							
	Total	District 1	District 2	District 3	District 4	District 5	District 6
Information and coordination about Sunnyvale child care facilities	60%	76%	79%	41%	70%	52%	59%
<i>*Top Box ratings includes (“very good” and “good,” combined)</i>							

- ~ Residents surveyed in the July 2005 report a slight improvement in top box ratings (*very good* and *good*) for “information about and coordination of Sunnyvale child care facilities” compared to the July 2003 survey wave (+5%), although this change is not statistically significant.

Change Over Time : Childcare – Top Box (Very Good & Good)					
Q4AA – Information and coordination about Sunnyvale child care facilities	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
	60%	+5%	N/A	N/A	N/A

Communications

Residents were asked to evaluate the materials and processes that Sunnyvale uses to communicate with its residents. First, respondents were asked to state how easy it is to obtain information about City services by using the available responses of *very easy*, *fairly easy*, *not very easy* or *not easy at all*. Further, respondents were asked to rate how useful nine different methods are for receiving information about City services and programs. For these nine methods, respondents were asked to use the available responses of *very useful*, *useful*, *somewhat useful*, or *not very useful*.

- ~ More than two in five (41%) residents report it is *very easy* to obtain information about City services. Half (50%) report it is *fairly easy* to obtain information about Sunnyvale services.
- ~ However, nearly one in ten (9%) residents feel it is not easy (7% *not very easy* and 2% *not easy at all*) to obtain information about City Services.
- ~ Residents of Districts 4 (97%) and 6 (96%) are significantly more likely than residents of District 5 (86%) to state it is easy to obtain information about City services (*very easy* and *fairly easy* responses, combined).

Ease of Obtaining Information about City Services

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Very Easy	41%	46%	36%	52%	57%	42%	34%
Fairly Easy	50%	40%	52%	41%	40%	45%	62%
Not Very Easy	7%	6%	11%	7%	3%	10%	4%
Not Easy at All	2%	7%	1%	0%	0%	3%	0%

- ~ Compared to July 2003, the percentage of residents stating it is *very easy* or *fairly easy* to obtain information about City services has decreased by one percentage point (-1%), however this decrease is not statistically significant.

Change Over Time: Ease of Obtaining Information about City Services – Top Box (Very Easy & Fairly Easy)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
<i>Top box ratings have decreased by one percentage point (-1%) from July 2003, however not significantly.</i>	91%	-1%	+9%	+9%	+3%

Methods of communication that receive the greatest percentages of *very useful* or *useful* ratings include the “City’s web site” (79%), the “Recreation Program Activity Guide” (75%), “direct mail” (68%) and “Quarterly and Annual Reports” (65%).

- ~ Television stations are cited as the least useful method of communication to residents. “KSUN Channel 15” and “Public Access Channel 26” are rated as either *somewhat useful* or *not very useful* by more than half of all residents (59% and 54%, respectively).
- ~ Residents aged 18 to 54 find the “City’s web site” more useful for communicating information about services and programs than do residents aged 55 and older (82% compared to 63%, respectively).
- ~ Female residents are significantly more likely than males to find the “Recreation Program Activity Guide” useful (82% compared to 68%, respectively).

Useful Methods for Receiving Information About City Services and Programs

	Total	District 1	District 2	District 3	District 4	District 5	District 6
City web site	79%	73%	81%	81%	61%	80%	89%
Recreation Program Activity Guide	75%	83%	71%	83%	60%	77%	77%
Direct mail	68%	78%	86%	66%	76%	57%	77%
Quarterly / Annual Report	65%	64%	75%	68%	75%	55%	68%
Banners at Wolfe Road and El Camino Real	57%	50%	73%	40%	68%	46%	74%
Sundial	51%	60%	52%	39%	61%	53%	52%
Utility bill stuffers	50%	57%	50%	48%	58%	44%	52%
Public Access Cable TV Channel 26	46%	32%	54%	39%	20%	41%	51%
KSUN Cable TV on Channel 15	41%	33%	45%	35%	21%	43%	42%

**Top Box ratings includes (“very useful” and “useful,” combined)*

- ~ July 2005 residents (46%) find the “Public Access Cable TV Channel 26” to be *very useful* or *useful* more often than reported in July 2003 (30%) – a statistically significant improvement from the previous survey wave (+16%)
- ~ Statistically significant decreases in top box percentages are reported for the usefulness of the “Quarterly / Annual Report” (65% in July 2005 compared to 79% in July 2003 – a difference of 14% percentage points) and “utility bill stuffers” (50% in July 2005 compared to 63% in July 2003 – a decline of 13% percentage points).
- ~ New methods added to the Resident Study since July 2003 include the “Recreation Program Activity Guide,” “direct mail,” and “banners at Wolfe Road and El Camino Real.”

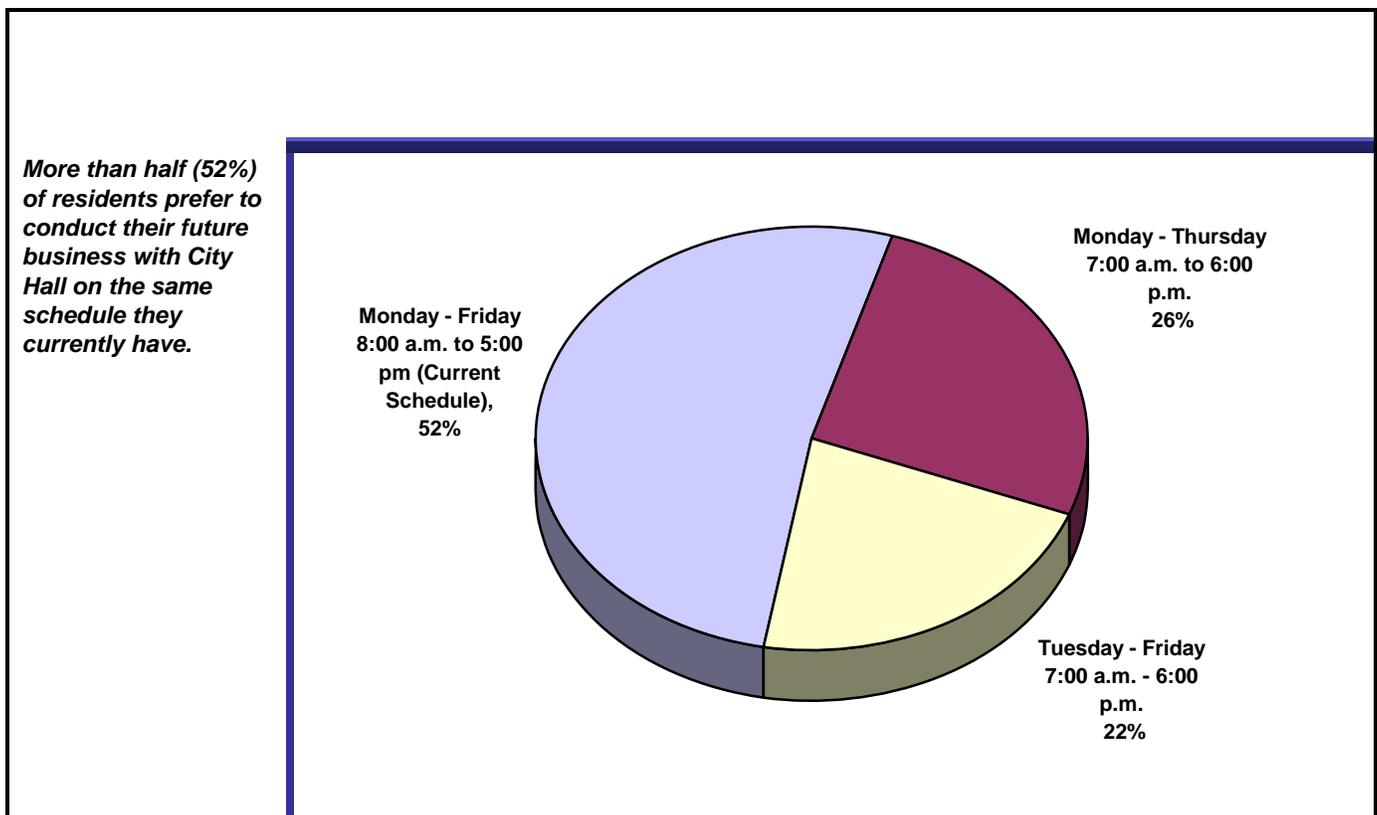
**Change Over Time : Useful Methods for Receiving Information About City Services and Programs
– Top Box (Very Useful & Useful)**

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
City web site	79%	+7%	+24%	+24%	N/A
Recreation Program Activity Guide	75%	N/A	N/A	N/A	N/A
Direct mail	68%	N/A	N/A	N/A	N/A
Quarterly / Annual Report	65%	-14%	+2%	-10%	N/A
Banners at Wolfe Road and El Camino Real	57%	N/A	N/A	N/A	N/A
Sundial	51%	+3%	+17%	+16%	N/A
Utility bill stuffers	50%	-13%	+1%	-5%	N/A
Public Access Cable TV Channel 26	46%	+16%	N/A	+13%	N/A
KSUN Cable TV on Channel 15	41%	+9%	+11%	+7%	N/A

City Hall Hours of Operation

All residents were asked which times, of three different times provided, they would find most convenient to conduct business with the City Hall.

- ~ More than half (52%) of all residents state the current schedule of Monday through Friday, 8:00 a.m. to 5:00 p.m. is the most convenient. More than one in four (26%) report the Monday through Thursday, 7:00 a.m. to 6:00 p.m. is most convenient, and twenty-two percent (22%) feel Tuesday through Friday, 7:00 a.m. to 6:00 p.m. is most convenient.
- ~ More than one in three (35%) residents of District 6 state that it would be most convenient for them to conduct business with City Hall Tuesday through Friday, 7:00 a.m. to 6:00 p.m. – significantly more than residents of Districts 1 (9%) and 3 (16%).
- ~ Keeping the same hours at City Hall that are currently used is preferred more often by residents in Districts 1 (57%), 3 (56%) and 4 (67%) than by residents of District 6 (33%).
- ~ Respondents aged 55 and older are significantly more likely than their younger counterparts to prefer conducting business with City Hall on the current schedule of Monday through Friday, 8:00 a.m. to 5:00 p.m. (68% compared to 44% of those aged 35 to 54 and 51% of those aged 18 to 34).



~ The preference of City Hall hours of operation remain fairly consistent with July 2003 with a slight, but not statistically significant, decrease in residents who would like the City Hall to keep its current hours (-3%) and instead change to a Tuesday to Friday, 7:00 a.m. to 6:00 p.m. schedule (+3%).

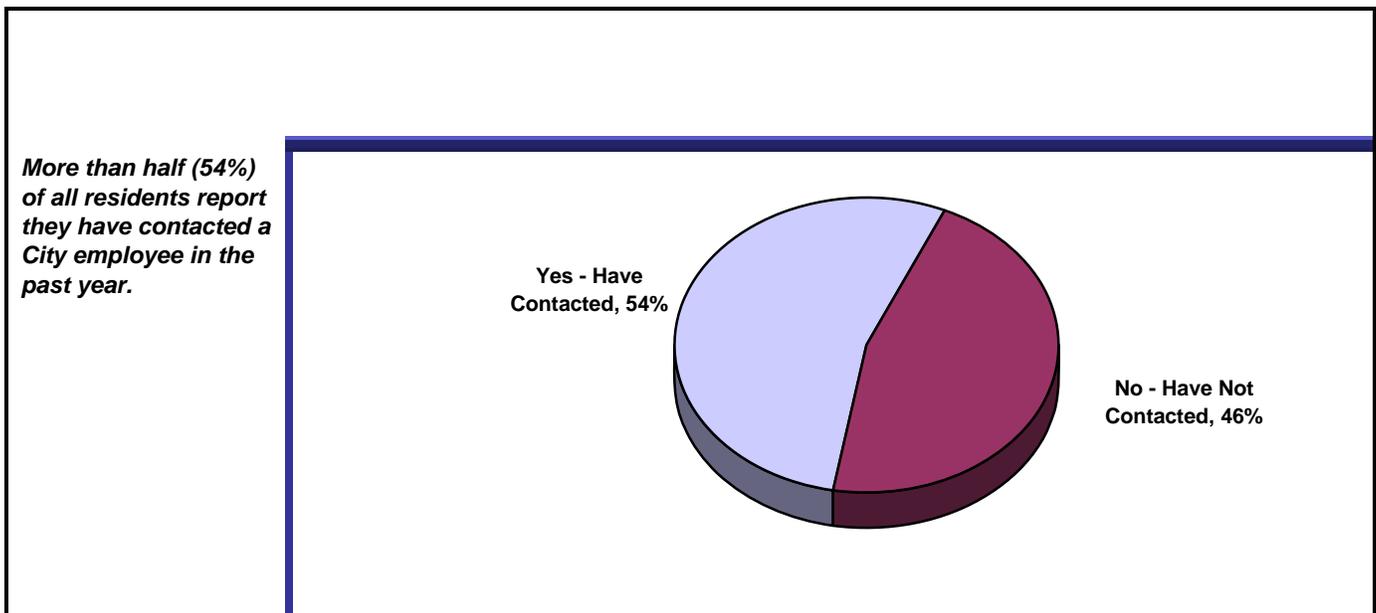
Change Over Time : City Hall Hours of Operation					
		Percentage Change from 2005			
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
Mon – Fri, 8:00 a.m. to 5:00 p.m. (current schedule)	52%	-3%	N/A	N/A	N/A
Mon – Thurs, 7:00 a.m. to 6:00 p.m.	26%	+/-0	N/A	N/A	N/A
Tue – Fri, 7:00 a.m. to 6:00 p.m.	22%	+3%	N/A	N/A	N/A

Contacting the City

Respondents were asked whether they had contact with an employee of the City within the past year. Residents who contacted the City, either in person or on the telephone, were asked to indicate their satisfaction with the experience.

Contact with a City Employee

- ~ More than half (54%) of all residents indicate they have contacted an employee of the City of Sunnyvale, either over the phone or in person, during the past year.
- ~ Residents in District 1 are more likely to have contacted a City employee in the past year than residents in any other District (75%).



- ~ Compared to July 2003, six percent (-6%) fewer residents report they have had contact with an employee of the City of Sunnyvale either over the phone or in person during the past year, however this decline in contact rate is not statistically significant.

Change Over Time : Contact With City Employee

Six percent (-6%) fewer residents in July 2005 compared to July 2003 report they have contacted a City employee, however this change is not significant.

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Yes	54%	-6%	-8%	-12%	-2%
No	46%	+6%	+8%	+12%	+2%

- ~ Overall, respondents who have contacted a City employee in the past year are satisfied with how their question, problem, or concern was handled – 61% are *very satisfied* and 27% are *somewhat satisfied*.
- ~ There are no statistically significant differences of satisfaction to report among respondents of different ages, incomes, or ethnicities regarding their contact with a Sunnyvale employee.

Satisfaction With How Inquiry Was Handled

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Satisfied	88%	75%	88%	91%	95%	95%	80%
Dissatisfied	7%	16%	3%	6%	5%	2%	13%

**Top Box ratings includes ("very satisfied" and "somewhat satisfied," combined)
Bottom Box ratings includes ("somewhat dissatisfied" and "very dissatisfied," combined)*

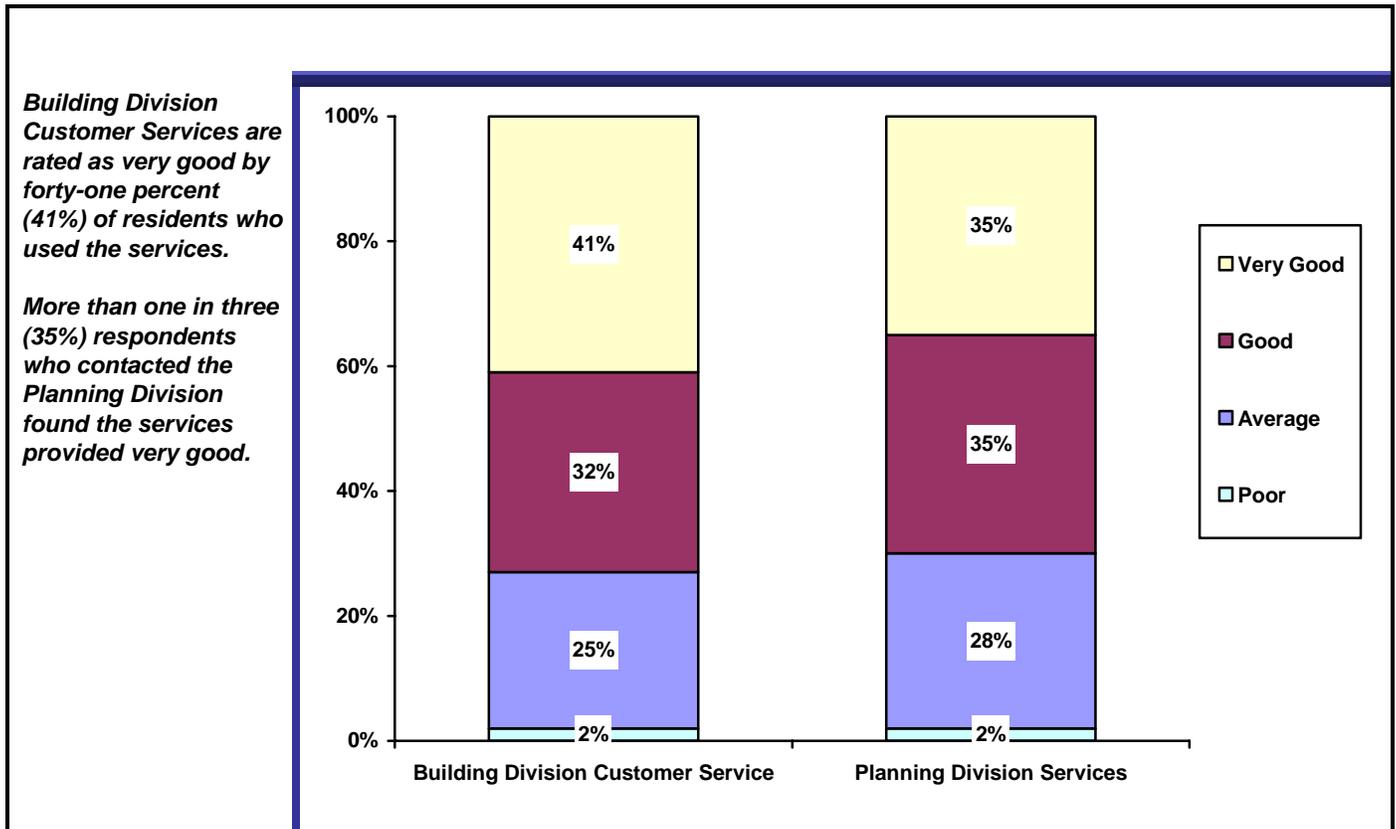
- ~ Residents in the July 2005 survey wave who have contacted a City of Sunnyvale employee in the past year, report a slight improvement in their overall satisfaction (*very or somewhat satisfied*) with how their question, problem or concern was handled compared to the July 2003 survey wave (+2%, not a statistically significant increase).

Change Over Time: Satisfaction With How Inquiry Was Handled – Top Box (Very & Somewhat Satisfied)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
<i>Top box rating has increased by two percentage points (2%) from July 2003, however this improvement is not significant.</i>	88%	+2%	+5%	+3%	+6%

Building and Planning Division Contact

- ~ Among the residents who have contacted the Building Division for information or building code requirements, or to obtain a building permit (34%), most (72%) rate the level of customer service received as good – 41% *very good* and 32% *good*.
- ~ Among residents who have contacted the Planning Division for information or zoning code requirements, or to obtain a planning permit (27%), seventy percent (70%) rate the quality of the Planning Division services as good – 35% *very good* and 35% *good*.



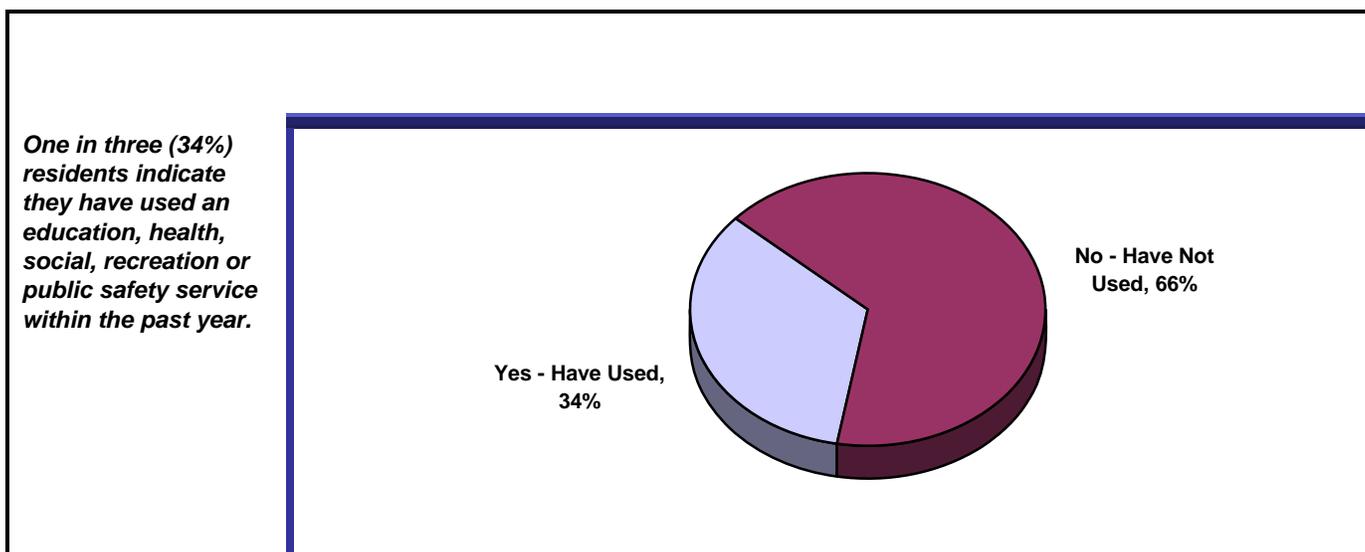
- ~ The questions regarding “Building Division customer service” and “Planning Division services” were added to the City of Sunnyvale questionnaire in July 2005.

Social Programs

Program Usage

All respondents were asked if they have used an education, health, social, recreation or public safety service in the past year.

- ~ One in three (34%) Sunnyvale residents report they have used an education, health, social, recreation or public safety service within the past year.
- ~ Residents who have children under the age of 18 living in their household (47%) are significantly more likely than residents who do not have children in the household (27%) to state they have used at least one of these City-provided services in the past year.

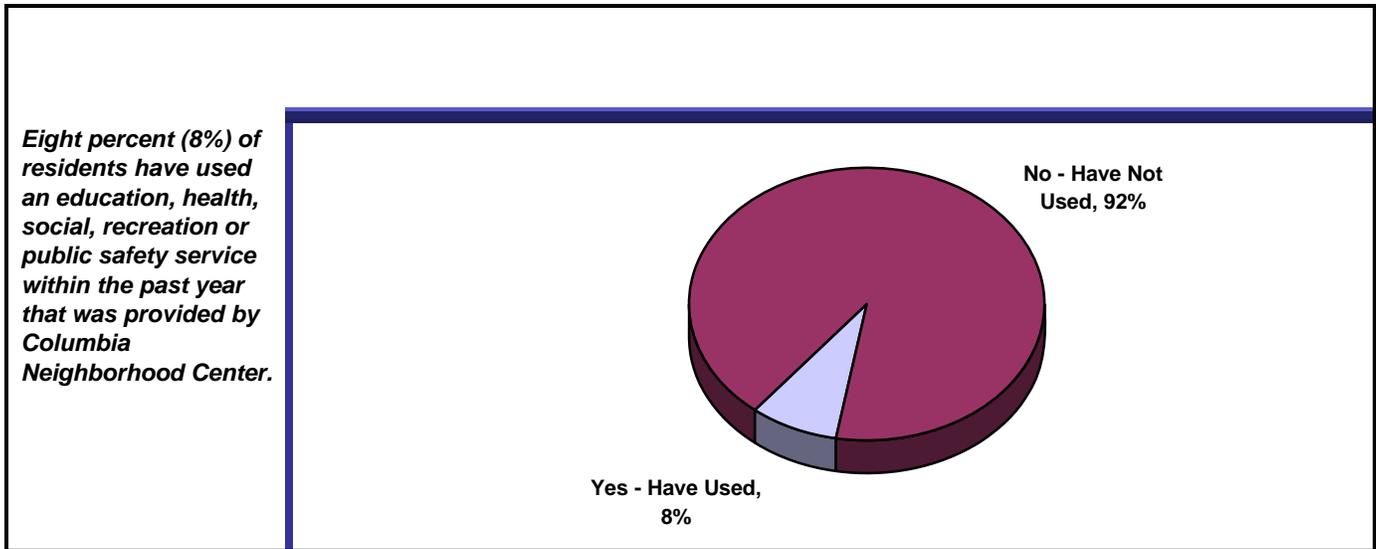


- ~ Although not a statistically significant decrease, the percentage of residents who report they have used an education, health, social, recreation or public safety service within the past year has decreased from July 2003 (-6%).

Change Over Time : Program Usage						
		Top Box July 2005	Percentage Change from 2005			
			July 2003	June 2002	Dec 2001	June 2000
Compared to July 2003, fewer residents (-6%) report they have used at least one of the programs in the past year, however this change is not significant.	Yes	34%	-6%	N/A	N/A	N/A
	No	66%	+6%	N/A	N/A	N/A

More specifically, respondents were also asked if they have used any education, health, social, recreation or public safety services this past year that were provided by Columbia Neighborhood Center.

- ~ Eight percent (8%) of residents state they have used at least one or more services provided by the Columbia Neighborhood Center.
- ~ More residents in District 1 (25%) and 2 (20%) compared to District 3 (6%), 4 (3%), and 5 (3%) have used at least one of the services provided by Columbia Neighborhood Center in the past year. However, cell sizes for usage are small and differences should only be considered as directional.



- ~ The percentage of Sunnyvale residents who report using at least one of the services provided by the Columbia Neighborhood Center has improved slightly, though not significantly, since the July 2003 survey wave (+2%).

Change Over Time : Program Usage Provided by Columbia Neighborhood Center

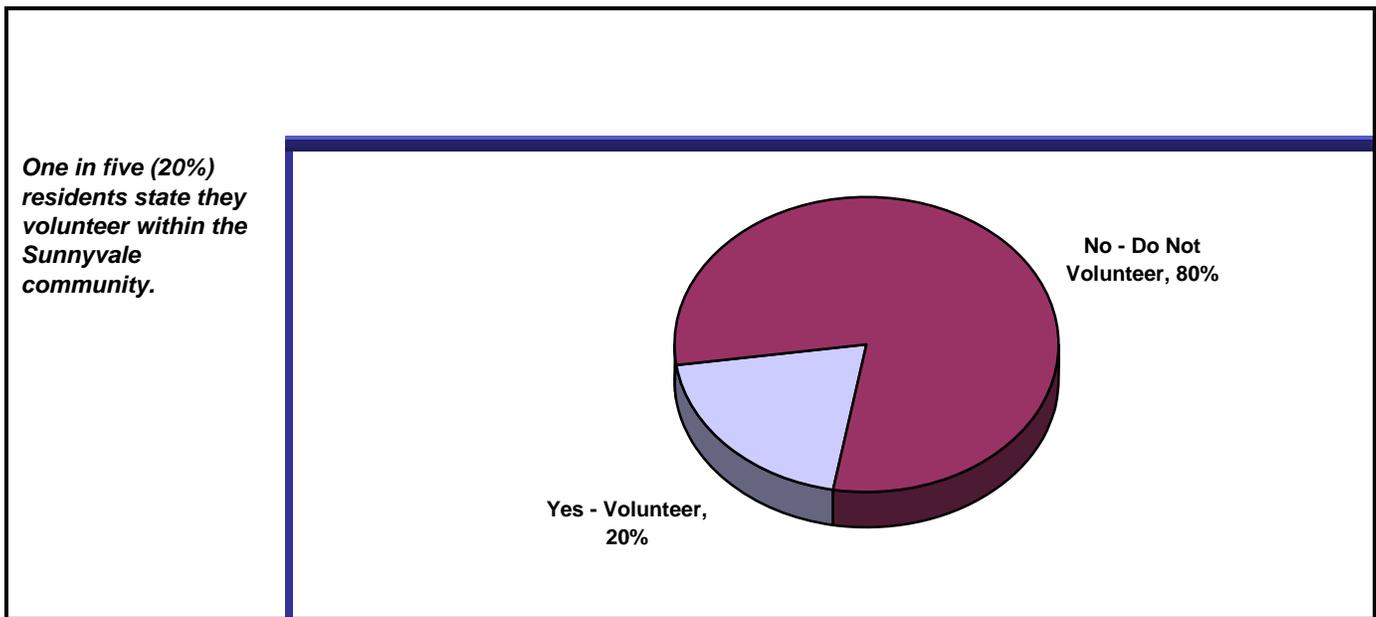
	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Yes	8%	+2%	N/A	N/A	N/A
No	92%	-2%	N/A	N/A	N/A

Slightly more (+2%) residents report using services in the past year that are provided by the Columbia Neighborhood Center; although this increase is not significant.

Volunteering

All respondents were asked if they volunteer for youth activities, a sports organization, a school, charity, religious or other community organization or agency serving the Sunnyvale community.

- ~ One in five (20%) residents state they volunteer for at least one of these programs that serve the Sunnyvale community.
- ~ Residents aged 35 to 54 are significantly more likely than younger residents aged 18 to 34 to volunteer within the Sunnyvale community (26% compared to 15%, respectively).
- ~ Significantly more respondents who have children under the age of 18 living in their household (29%) compared to those who do not have children living in their home (16%) indicate they volunteer.



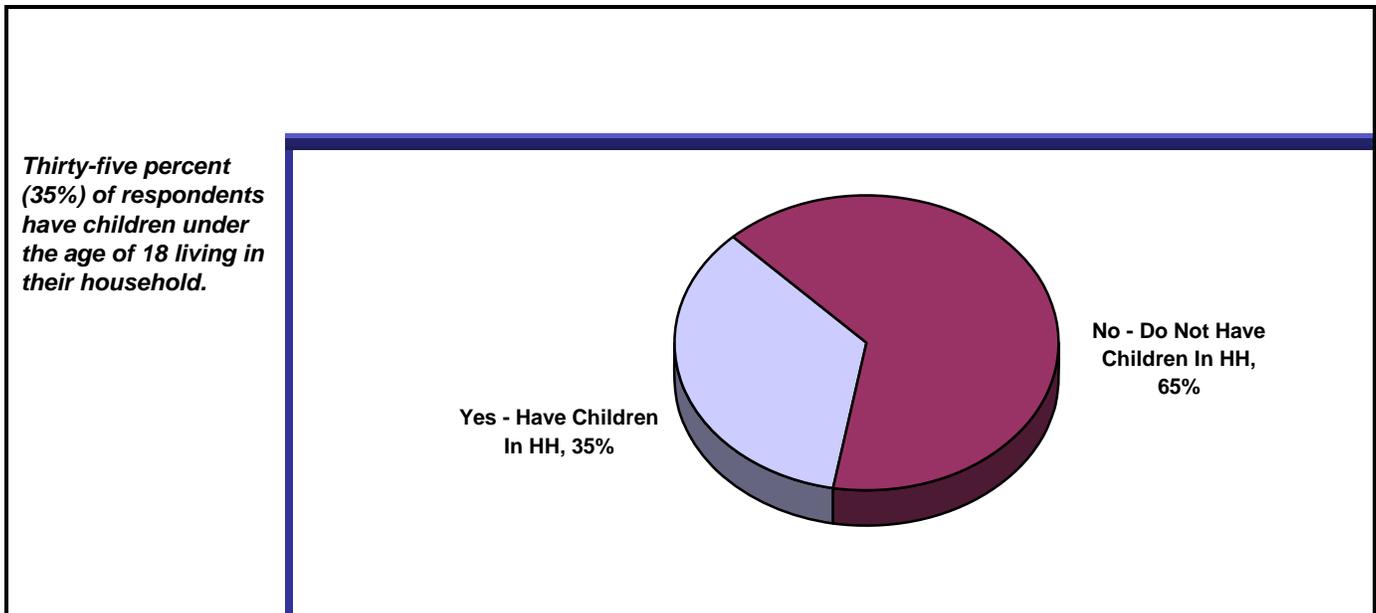
- ~ Volunteerism is on the decline. Compared to July 2003, significantly more residents in July 2005 report they do not volunteer with an organization within the Sunnyvale community (80% in July 2005 vs. 66% in July 2003 – difference of +14%).

Change Over Time : Volunteers with Organization in Sunnyvale						
		Top Box July 2005	Percentage Change from 2005			
			July 2003	June 2002	Dec 2001	June 2000
Significantly more July 2005 residents than July 2003 residents report they do <u>not</u> volunteer with an organization in the Sunnyvale community (+14%).	Yes	20%	-14%	N/A	N/A	N/A
	No	80%	+14%	N/A	N/A	N/A

Family Programs

Respondents were asked if they have children under the age of 18 living in their household. If they do, the respondents were then asked a series of questions regarding child care services in the Sunnyvale area.

- ~ Thirty-five percent (35%) of Sunnyvale residents report they have children under the age of 18 living in their household.
- ~ Respondents who have lived in Sunnyvale two years or longer are significantly more likely to indicate they have children living in their household than respondents who are new to the city (38% compared to 18% of those who have lived in Sunnyvale for less than one year).

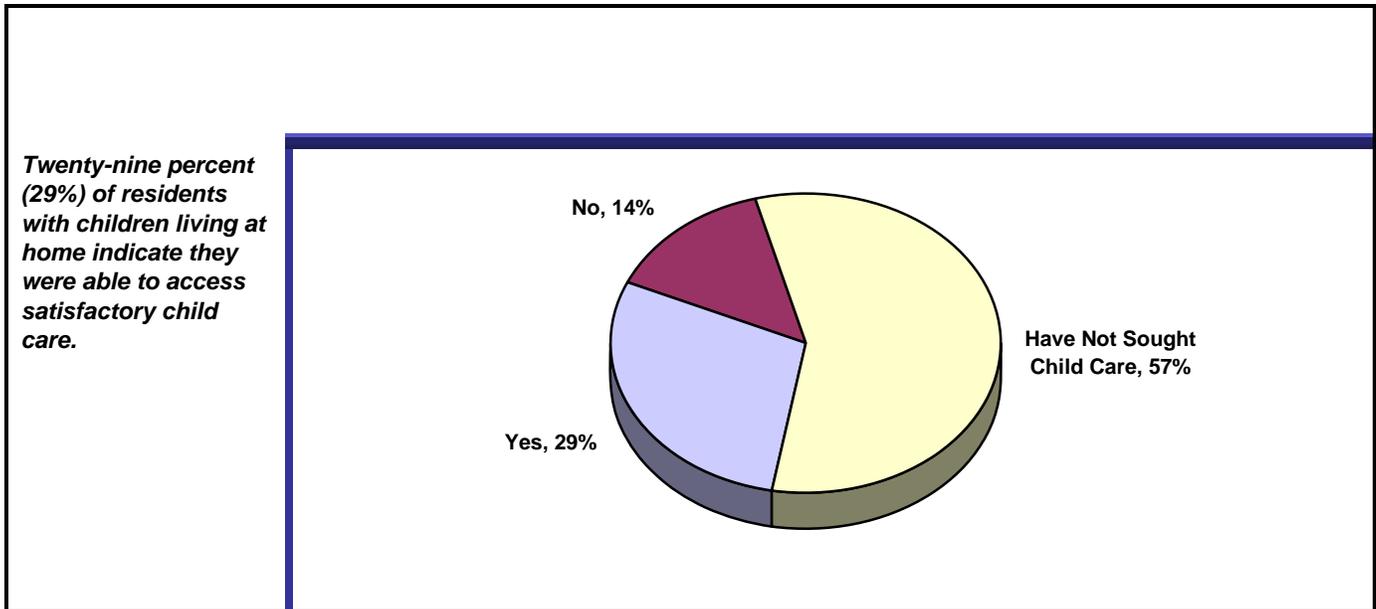


- ~ Significantly fewer residents in July 2005 (65%) compared to July 2003 (76%) report they do not have children under the age of 18 living in the household (-11%).

Change Over Time : Children Under Age 18 Living in Household						
		Top Box July 2005	Percentage Change from 2005			
			July 2003	June 2002	Dec 2001	June 2000
Significantly fewer July 2005 residents than July 2003 residents report they do not have children under the age of 18 in their household (-11%).	Yes	35%	+11%	N/A	N/A	N/A
	No	65%	-11%	N/A	N/A	N/A

Child Care Services

- ~ Of the respondents who have children under the age of 18 living in their household, twenty-nine percent (29%) indicate they were able to access satisfactory child care within the past year and fourteen percent (14%) were not. The other fifty-seven percent (57%) report they have not sought out child care this year.

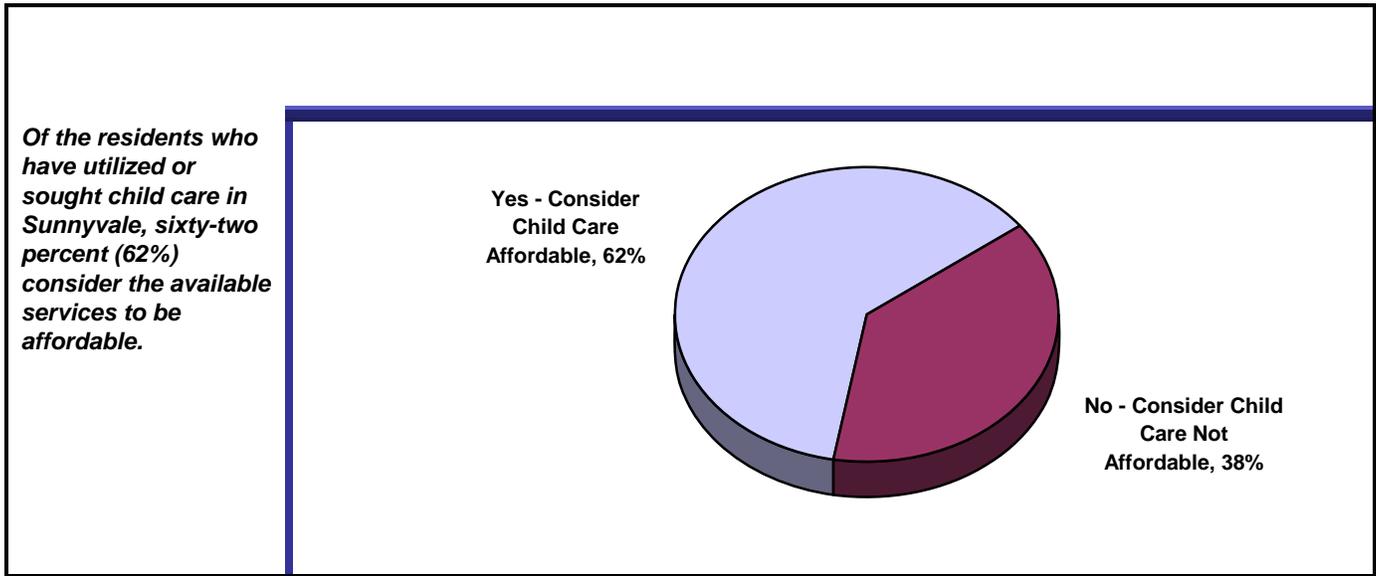


- ~ In comparison to the previous July 2003 survey wave, there is a shift in the percentage of those who report they have not sought child care (-18%) to an increase in those residents who have either found access to satisfactory child care (+12%) or looked, but did not find satisfactory child care (+5%), however this change is not statistically significant.

Change Over Time : Access to Satisfactory Child Care						
		Top Box July 2005	Percentage Change from 2005			
			July 2003	June 2002	Dec 2001	June 2000
<i>Compared to 2003, more residents are seeking child care services, however, this increase is not statistically significant.</i>	Yes	29%	+12%	N/A	N/A	N/A
	No	13%	+5%	N/A	N/A	N/A
	Have not sought child care	57%	-18%	N/A	N/A	N/A

Respondents with children living in their household who sought or utilized child care, were asked if they consider the child care services available in Sunnyvale to be affordable.

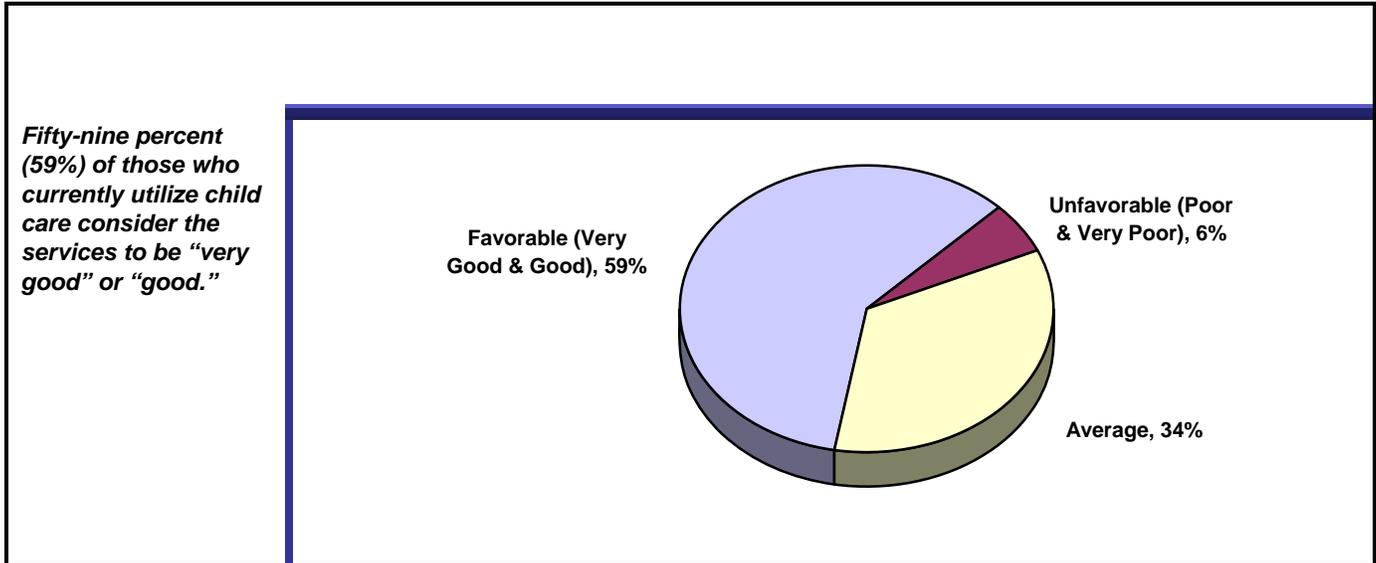
- ~ Sixty-two percent (62%) state they believe the available services are affordable and thirty-eight percent (38%) state services are not affordable.
- ~ Residents with an annual household income under \$50,000 are significantly more likely than those with an income of \$50,000 to \$100,000 to consider the available child care in Sunnyvale as not affordable (63% compared to 21%, respectively).



- ~ The percentage of residents who have sought or utilized child care has improved by fourteen percentage points (14%) since the July 2003 survey wave. Note this improvement is not statistically significant.

Change Over Time : Consider Child Care in Sunnyvale to be Affordable						
		Top Box July 2005	Percentage Change from 2005			
			July 2003	June 2002	Dec 2001	June 2000
<i>More July 2005 residents than July 2003 residents consider the child care services to be affordable, however this shift is not significant (+14%).</i>	Yes	62%	+14%	N/A	N/A	N/A
	No	38%	-14%	N/A	N/A	N/A

- ~ Fifty-nine percent (59%) of the residents who currently utilize child care in the City of Sunnyvale give a positive rating regarding the quality of the services – 21% rate the services as *very good* and 39% rate them as *good*. Six percent (6%) indicate the quality of child care services are *poor* or *very poor*.
- ~ Female respondents are significantly more likely than male respondents to rate the quality of child care as *very good* or *good* (76% female compared to 40% male).



- ~ There is a four percentage point (+4%) increase in the percentage of July 2005 residents, compared to July 2003 residents, who feel the child care services they utilize are *very good* or *good*; although, this increase from the previous survey wave is not statistically significant.

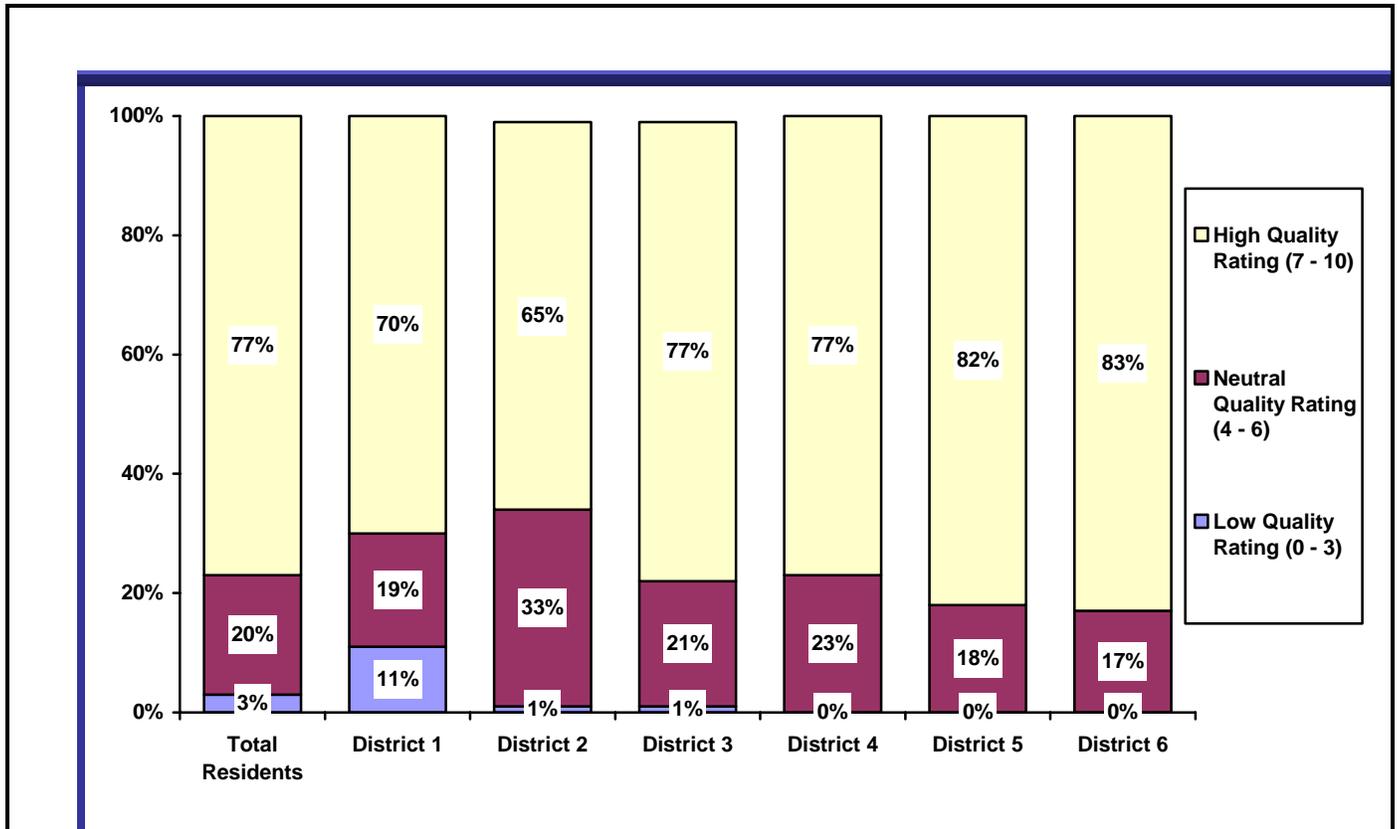
Change Over Time: Quality of Child Care Services – Top Box (Very Good & Good)

	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
<i>Top box rating has improved by four percentage points (+4%); however, this increase is not significant.</i>	59%	+4%	N/A	N/A	N/A

Quality of Life for Youth and Families

Residents were asked on a scale of “0” (*very low*) to “10” (*very high*) to what degree they feel the City of Sunnyvale provides a high quality of life for youth and families. A rating of 7 to 10 is considered high, a rating of 4 to 6 is neutral, and a rating of 0 to 3 is considered low.

- ~ More than three in four (77%) residents feel the City provides a high quality of life (*rating of 7-10*) to youth and families living in the community – nine percent (9%) of residents give the highest rating of “10.”
- ~ Residents living in District 5 are significantly more likely than those living in District 2 to rate the quality of life for youth and families in Sunnyvale as high (82% in District 5 compared to 65% in District 2).
- ~ Significantly more respondents who rate the City, overall, as an *excellent* place to live (87%) than those who rate the city as a *good* place to live (72%) give high scores (*rating of 7-10*) regarding the quality of life that Sunnyvale provides.



- ~ No comparisons can be made to the July 2003 survey wave regarding the quality of life the City provides to youth and families as this question was not asked in the July 2003 survey wave.

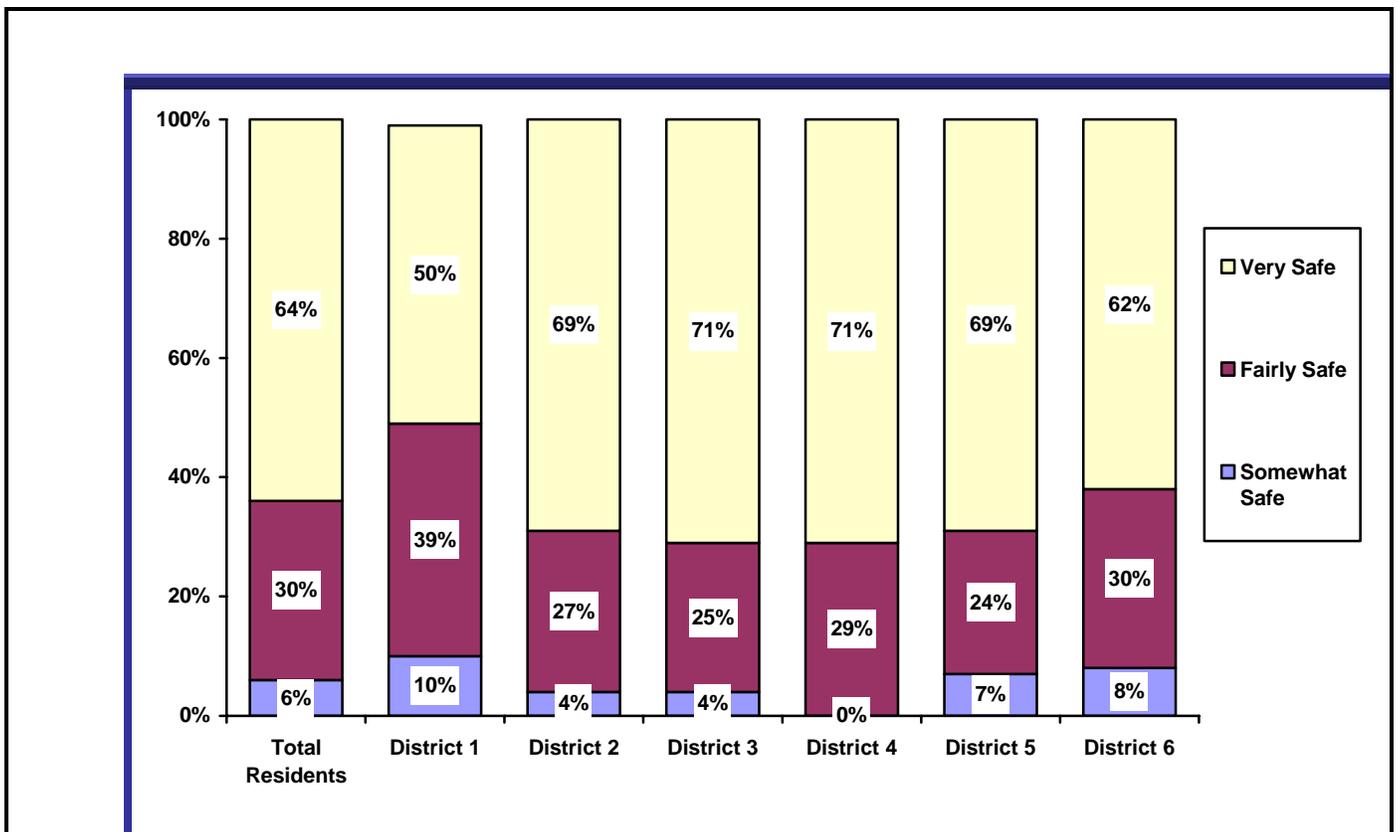
Safety

All residents were asked a series of questions regarding safety in Sunnyvale. Specifically, all residents were asked, overall, how safe they feel in the City of Sunnyvale. Further, residents were asked to indicate how safe they feel at different times of day and in different areas of the City. In addition, residents were also asked to assess thirteen different issues and to state how much of a problem each issue is in their neighborhood.

Overall Safety

First, residents were asked how safe they feel, overall, in the City of Sunnyvale.

- ~ Nearly two out of three (64%) residents state they feel *very safe* in the City of Sunnyvale, while nearly one in three (30%) report they feel *fairly safe*.
- ~ None (0%) of the residents surveyed report they do *not feel safe at all* in the City. However, six percent (6%) report they feel only *somewhat safe*.
- ~ All (100%) residents of District 4 report they feel either *very safe* (71%) or *fairly safe* (29%) in the City of Sunnyvale. This is significantly greater than the percentage reported among residents of Districts 5 (93%) and 6 (92%).



- ~ Compared to July 2003, there is a slight, but not statistically significant, decrease (-2%) in the percentage of residents who state that, overall, they feel *very* or *fairly safe* in Sunnyvale.

Change Over Time: Overall Safety – Top Box (Very & Fairly Safe)					
Overall top box safety rating has slightly decreased (-2%) from July 2003, though not significantly.	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	94%	-2%	-5%	-3%	+/-0%

Situational Safety

Residents were asked to state whether they feel *very safe*, *fairly safe*, *not very safe*, or *not safe at all* in different parts of the City during different times of the day.

- ~ A majority of residents feel *very safe* or *fairly safe* in their own neighborhood during the day (100%), in Sunnyvale’s downtown during the day (99%), and in Sunnyvale’s parks during the day (99%).
- ~ District 6 residents feel significantly safer than residents of District 5 during this time (98% compared to 91%, respectively).
- ~ Residents of District 6 also feel safer in Sunnyvale’s parks after dark than residents from any other District. Nine in ten (90%) residents in District 6 feel either *very safe* or *fairly safe* – significantly more than residents of District 5 (76%).

Situational Safety							
	Total	District 1	District 2	District 3	District 4	District 5	District 6
Neighborhood during the day	100%	100%	100%	100%	100%	99%	100%
Sunnyvale’s downtown area during the day	99%	98%	99%	100%	100%	97%	100%
Sunnyvale’s parks during the day	99%	96%	100%	100%	100%	99%	99%
Neighborhood after dark	94%	90%	94%	95%	97%	91%	98%
Sunnyvale’s downtown area after dark	91%	85%	91%	94%	90%	85%	93%
Sunnyvale’s parks after dark	80%	73%	81%	87%	72%	76%	90%

*Top Box ratings includes (“very safe” and “fairly safe,” combined)

- ~ Although the overall feeling of safety has decreased slightly since July 2003, each of specific safety situations measures have either improved or remained the same when compared to July 2003.

- ~ Further, residents who state they feel *very* or *fairly safe* within their neighborhood during the day (+2%) or in Sunnyvale's parks after dark (+13%) have improved significantly compared to the July 2003 survey wave.

Change Over Time: Situational Safety – Top Box (Very & Fairly Safe)

	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Neighborhood during the day	100%	+2%	+/-0%	+/-0%	N/A
Sunnyvale's parks during the day	99%	+/-0%	+/-0%	+/-0%	N/A
Sunnyvale's downtown area during the day	99%	+/-0%	-1%	+/-0%	N/A
Neighborhood after dark	94%	+2%	-1%	+/-0%	N/A
Sunnyvale's downtown area after dark	91%	+3%	+7%	+8%	N/A
Sunnyvale's parks after dark	80%	+13%	+13%	+14%	N/A

Problems in the Neighborhood

Residents were asked to rate how much of a problem each of thirteen issues are in their neighborhood. Ratings were given on a scale of “1” (*not a problem*) at all to “4” (*very serious problem*).

- ~ Some of the most problematic issues residents are facing in their neighborhood include the lack of available homeless care facilities in the City, nuisance vehicles, noise, traffic congestion and crime.
- ~ Issues that are seen as less problematic in neighborhoods are graffiti, off-leash dogs, street repair and maintenance and environmental issues.
- ~ “Noise” is considered a serious neighborhood problem significantly more among residents of Districts 1 (33%), 2 (29%) and 3 (33%) than among residents of District 4 (10%).
- ~ Residents of District 1 (39%) report that “crime” is a *serious problem* in their neighborhood significantly more often than residents of Districts 2 (14%), 5 (18%) and 6 (18%).
- ~ “Pedestrian safety near schools” is also cited as a serious neighborhood problem significantly more often among residents of District 1 than among residents of District 6 (33% compared to 13%, respectively).

Problems in the Neighborhood

	Total	District 1	District 2	District 3	District 4	District 5	District 6
Lack of available homeless care facilities in the City	35%	36%	32%	40%	42%	35%	37%
Nuisance vehicles	25%	28%	27%	24%	24%	20%	30%
Noise	23%	33%	29%	33%	10%	18%	18%
Crime	21%	39%	14%	24%	20%	18%	18%
Traffic congestion	21%	24%	19%	21%	30%	17%	23%
Sidewalk repair	20%	27%	24%	20%	24%	20%	21%
Pedestrian safety near schools	20%	33%	19%	13%	24%	19%	13%
Code violations	18%	20%	25%	18%	7%	14%	25%
Traffic safety	17%	20%	19%	15%	19%	13%	23%
Environmental issues	16%	13%	23%	12%	12%	12%	17%
Street repair or maintenance	15%	15%	21%	17%	11%	16%	13%
Dogs off leash	12%	15%	17%	14%	19%	10%	12%
Graffiti	11%	21%	14%	9%	13%	11%	5%

*Bottom Box ratings includes (“somewhat serious problem” and “very serious problem,” combined)

- ~ There is a significant increase in the percentage of July 2005 residents (21%) who consider “crime” in their neighborhood as *a somewhat serious or very serious problem* compared to July 2003 (8%, increase of 13%).
- ~ Other notable, however not statistically significant, neighborhood problems that increased in bottom box scores (*somewhat or very serious problem*) include “environmental issues,” “sidewalk repair” and “lack of available homeless care facilities” – all increased by six percentage points (+6%) from July 2003.

Change Over Time : Problems In The Neighborhood – Bottom Box (Somewhat or Very Serious Problem)					
		Percentage Change from 2005			
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
Lack of available homeless care facilities in the City	35%	+6%	N/A	N/A	N/A
Nuisance vehicles	25%	+2%	N/A	N/A	N/A
Noise	23%	+3%	N/A	N/A	N/A
Traffic congestion	21%	-1%	-9%	-17%	-27%
Crime	21%	+13%	N/A	N/A	+8%
Pedestrian safety near schools	20%	+3%	N/A	N/A	N/A
Sidewalk repair	20%	+6%	N/A	N/A	N/A
Code violations	18%	-6%	N/A	N/A	-3%
Traffic safety	17%	-4%	-6%	-2%	-8%
Environmental issues	16%	+6%	N/A	N/A	N/A
Street repair or maintenance	15%	+4%	N/A	N/A	-5%
Dogs off leash	12%	-3%	N/A	N/A	N/A
Graffiti	11%	+4%	N/A	N/A	N/A

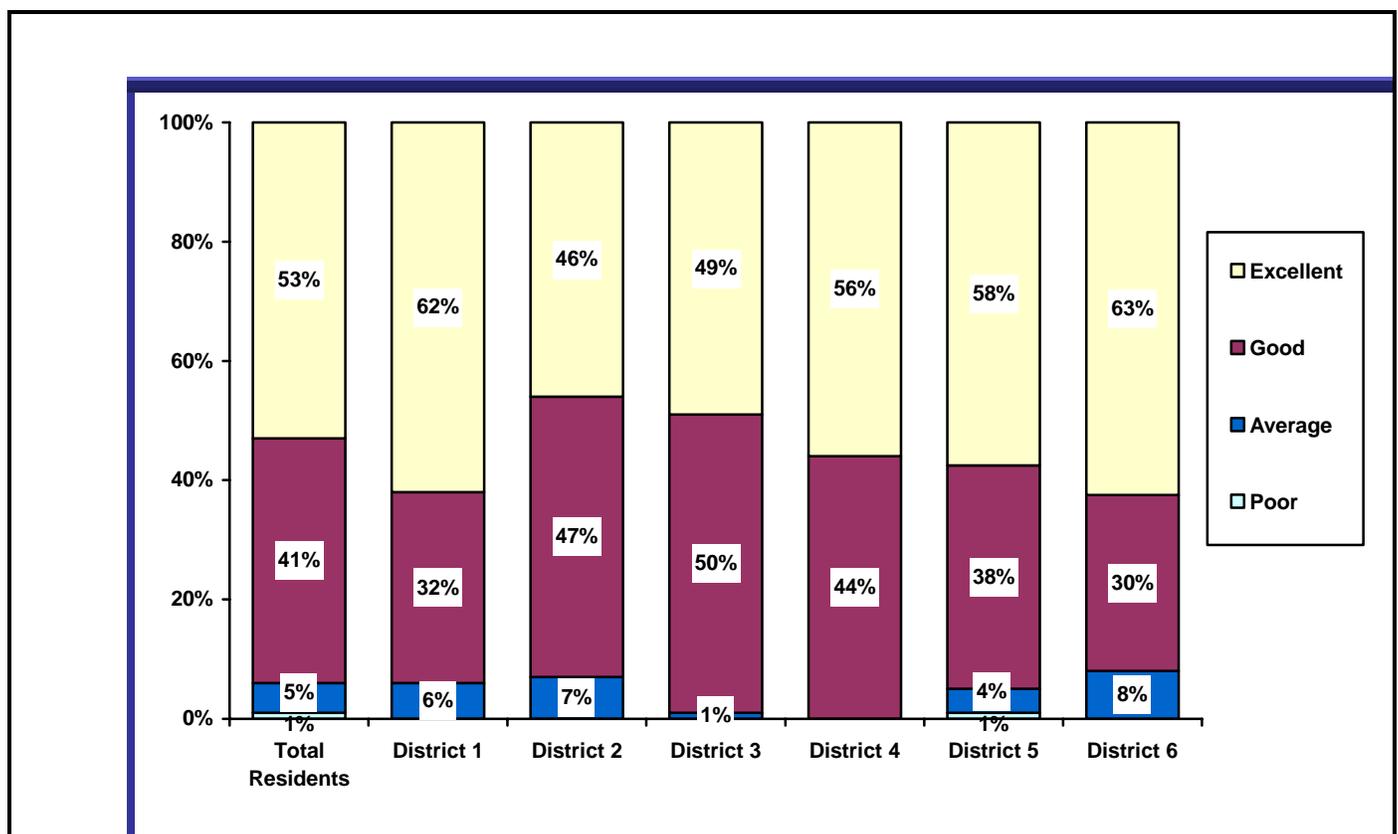
Northwest Research Group performed simple odds ratios analysis on the questions pertaining to issues in the neighborhood to extrapolate which specific issues, of the 13 issues evaluated, have the most influence on respondents’ assessment of Sunnyvale as a place to live. Essentially, the odds ratio compares the likelihood of a specific survey response comparing two different groups. In this case, citizens who reported a problem in their neighborhood were compared against those who reported no problems to assess the likelihood of reporting a less than excellent rating when asked to rate the overall quality of life in Sunnyvale.

- ~ The odds ratios indicate that none of the issues cited as serious problems in the neighborhood influence how residents rate the City of Sunnyvale as a place to live.

Sunnyvale Quality of Life

Overall Satisfaction

- ~ Most residents (94%) think highly of the City of Sunnyvale as a place to live – 53% rate the City as *excellent* and 41% rate it as *good*.
- ~ Older residents within the City are significantly more likely than younger residents to rate Sunnyvale as an *excellent* place to live (66% of those aged 55 or older and 61% aged 35 to 54 compared to 39% of residents aged 18 to 34).
- ~ Significantly more residents with an annual household income of \$100,000 or higher rate living in Sunnyvale as *excellent* compared to those with an income of \$50,000 to \$100,000 (63% compared to 49%, respectively).
- ~ Residents newer to the City of Sunnyvale are significantly less likely than those who have lived within the city for over a year to rate it as an *excellent* place to live (79% of residents of less than one year compared to 96% of those over a year).
- ~ No residents within District 4 score the livability of Sunnyvale below the rating of *good*.



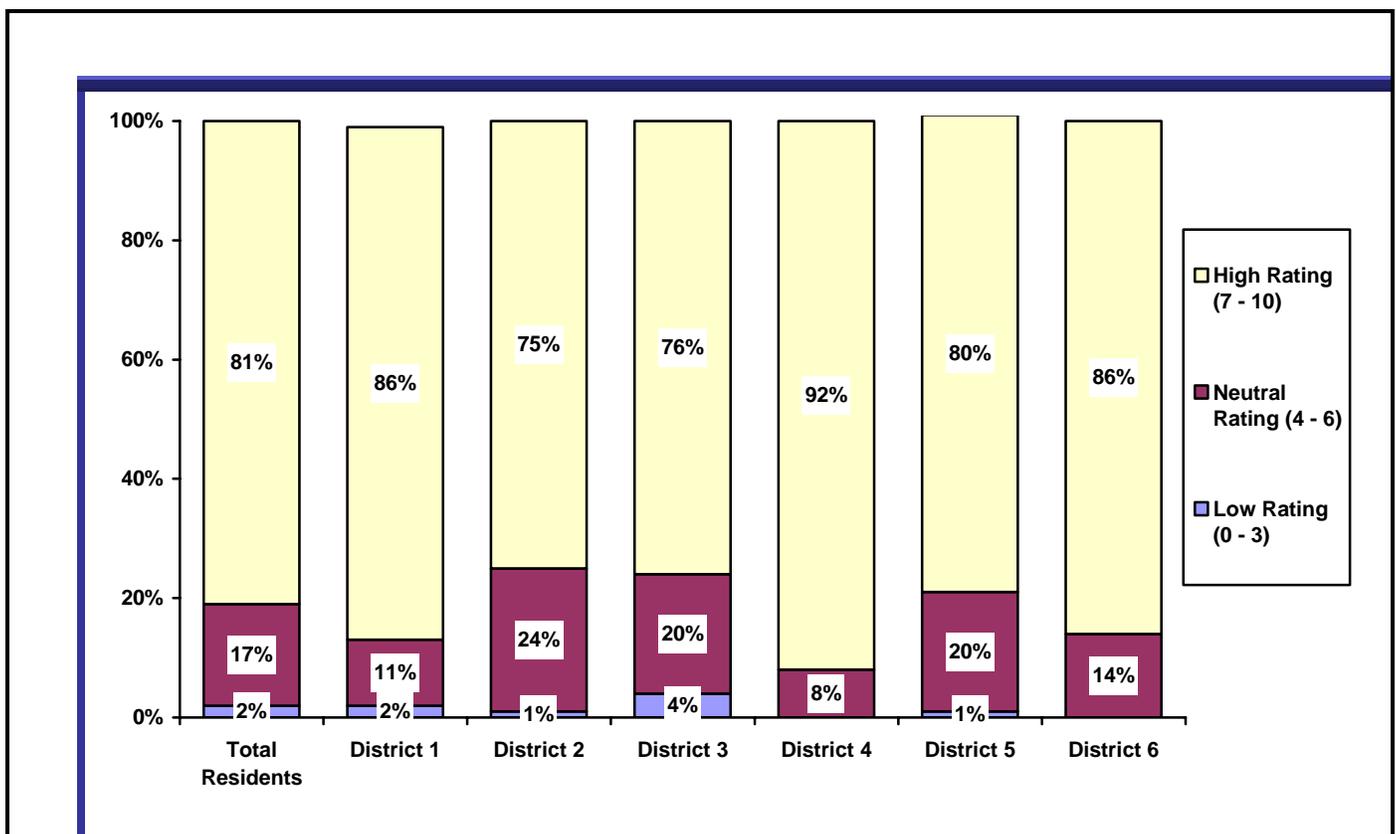
~ The percentage of Sunnyvale residents who feel the City is an *excellent* or *good* place to live has remained high throughout all the survey waves. Compared to July 2003, there is a one percentage point (+1%) increase in top box ratings, however this difference is not statistically significant.

Change Over Time: Sunnyvale As A Place To Live – Top Box (Excellent & Good)					
		Percentage Change from 2005			
<i>Top box ratings have improved by one percentage point (+1%) from July 2003; however, this change is not significant.</i>	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	94%	+1%	-1%	+/-0%	+2%

Resident Pride

Residents were asked to rate on a scale of “0” (*not proud at all*) to “10” (*very proud*) how proud they are to live in the City of Sunnyvale. A rating of 7 to 10 is considered high, a rating of 4 to 6 is neutral, and a rating of 0 to 3 is considered low.

- ~ Four in five (81%) residents take pride in living in Sunnyvale (*rating of 7-10*). Further, one in four (24%) residents give a high rating of “10” *very proud*.
- ~ Significantly more residents in District 4 (92%) compared to District 2 (75%) state they are proud (*rating of 7-10*) to live in the City of Sunnyvale.
- ~ Residents who have lived within the City for five years or longer (85%) are significantly more likely than those who have only lived in Sunnyvale for less than one year (63%) to state they are proud to live in the community.



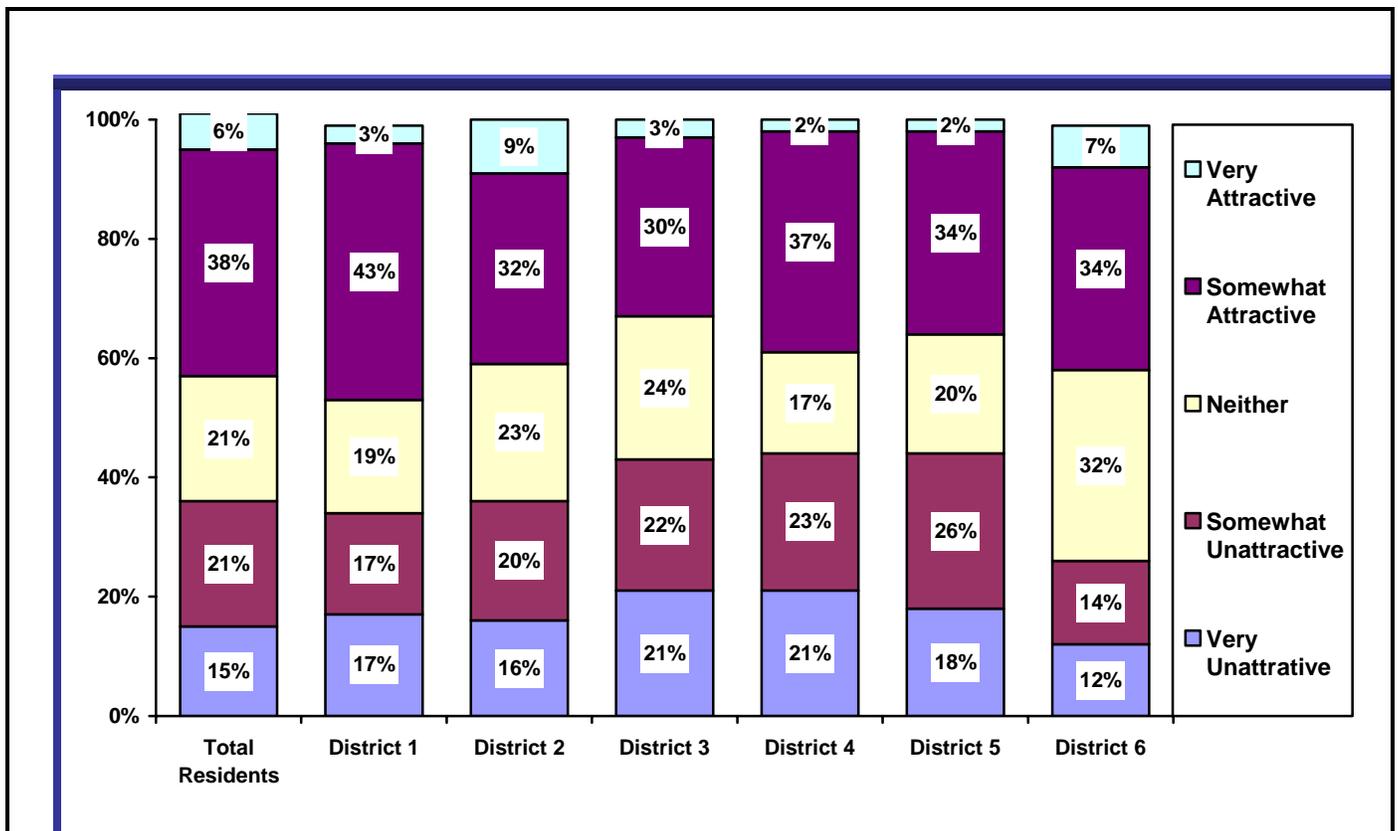
- ~ There is a two percentage point (-2%) decline from the July 2003 survey wave among residents who state they are proud (*rating of 7-10*) to live in the City of Sunnyvale, however this difference is not statistically significant.

Change Over Time: Resident Pride – Top Box (Rating 7-10)					
Top box ratings have declined slightly (-2%) from July 2003.	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	81%	-2%	+4%	N/A	N/A

Community Attractiveness

Respondents were asked how attractive they believe downtown Sunnyvale is as a shopping and/or entertainment destination.

- ~ Forty-three percent (43%) of residents believe downtown Sunnyvale is attractive (*very or somewhat attractive*) as a shopping and/or entertainment destination.
- ~ More than one-third (36%) of residents say the downtown area is not an attractive area for shopping and/or entertainment – 21% state it is *somewhat unattractive* and 15% state it's *very unattractive*.
- ~ Male respondents (50%) are significantly more likely than female respondents (36%) to give a positive rating (*very or somewhat attractive*) regarding the downtown area as an attractive destination.

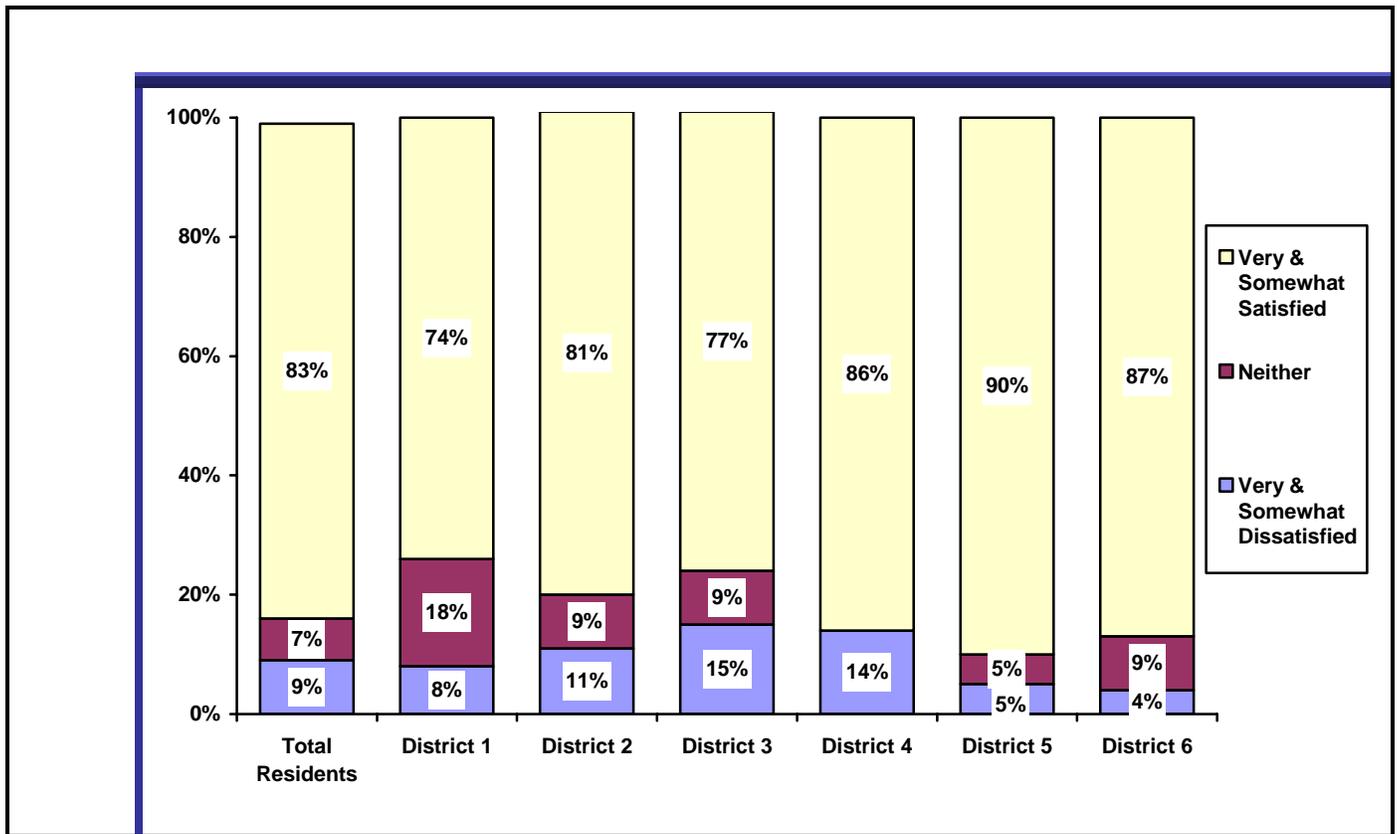


~ There is an eight percentage point jump (+8%) since the July 2003 wave in the percentage of residents who find the downtown area to be a *very* or *somewhat attractive* destination for shopping and entertainment. Although this shift is an improvement, it is not statically significant.

Change Over Time: Attractiveness Of Downtown Area – Top Box (Very & Somewhat Attractive)					
		Percentage Change from 2005			
<i>Since July 2003, residents who find the downtown area attractive has risen by eight percentage points (+8%), but not significantly.</i>	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	43%	+8%	N/A	+5%	N/A

Convenience of Amenities

- ~ Eighty-three percent (83%) of residents state they are satisfied with the access to convenient services and places to shop in their neighborhood – over half (52%) are *very satisfied* and nearly one-third (32%) are *somewhat satisfied*.
- ~ One in ten residents (9%) indicate they are not satisfied (*somewhat or very dissatisfied*) with the accessibility of services and places to shop within their neighborhood.
- ~ Female respondents (13%) are significantly more likely than male respondents (6%) to state they are *very or somewhat dissatisfied* with the convenience of amenities in their neighborhood.



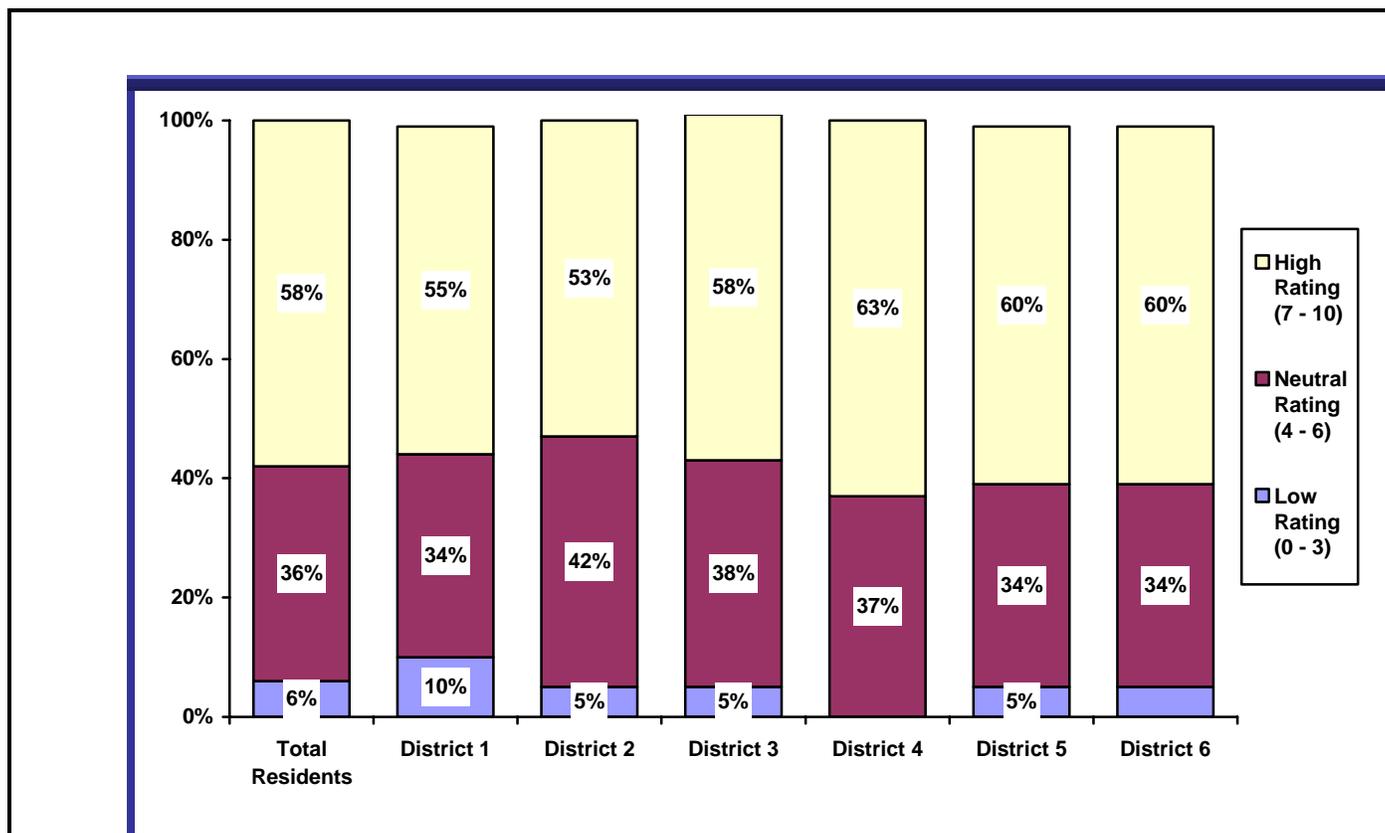
- ~ Compared to July 2003, slightly fewer residents are *very or somewhat satisfied* with the access to convenient services and places to shop within their neighborhood (2% decline, which is not a statistically significant change).

Change Over Time: Convenience of Amenities – Top Box (Very & Somewhat Satisfied)					
	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
<i>There is a two percentage point decrease (-2%) in top box satisfaction since July 2003 - not a significant change.</i>	83%	-2%	N/A	N/A	N/A

Sense of Community

Respondents were asked to rate on a scale of “0” (*no sense of belonging*) to “10” (*very strong sense of belonging*) to what degree they feel the City provides a sense of community and belonging for all residents.

- ~ Fifty-eight percent (58%) of all residents give a high rating to Sunnyvale (*rating of 7-10*) regarding their sense of community and belonging within the City.
- ~ More than one in three (36%) feel neutral (*rating of 4-6*) and six percent (6%) rate the City poorly (*rating of 0-3*) about the degree to which the City provides a sense of community.
- ~ Respondents who rate Sunnyvale, overall, as an *excellent* place to live (66%) are also significantly more likely than those who rate the overall livability as *good* (52%) or *average* (28%) to feel the City provides a strong sense of belonging and community (*rating of 7-10*).

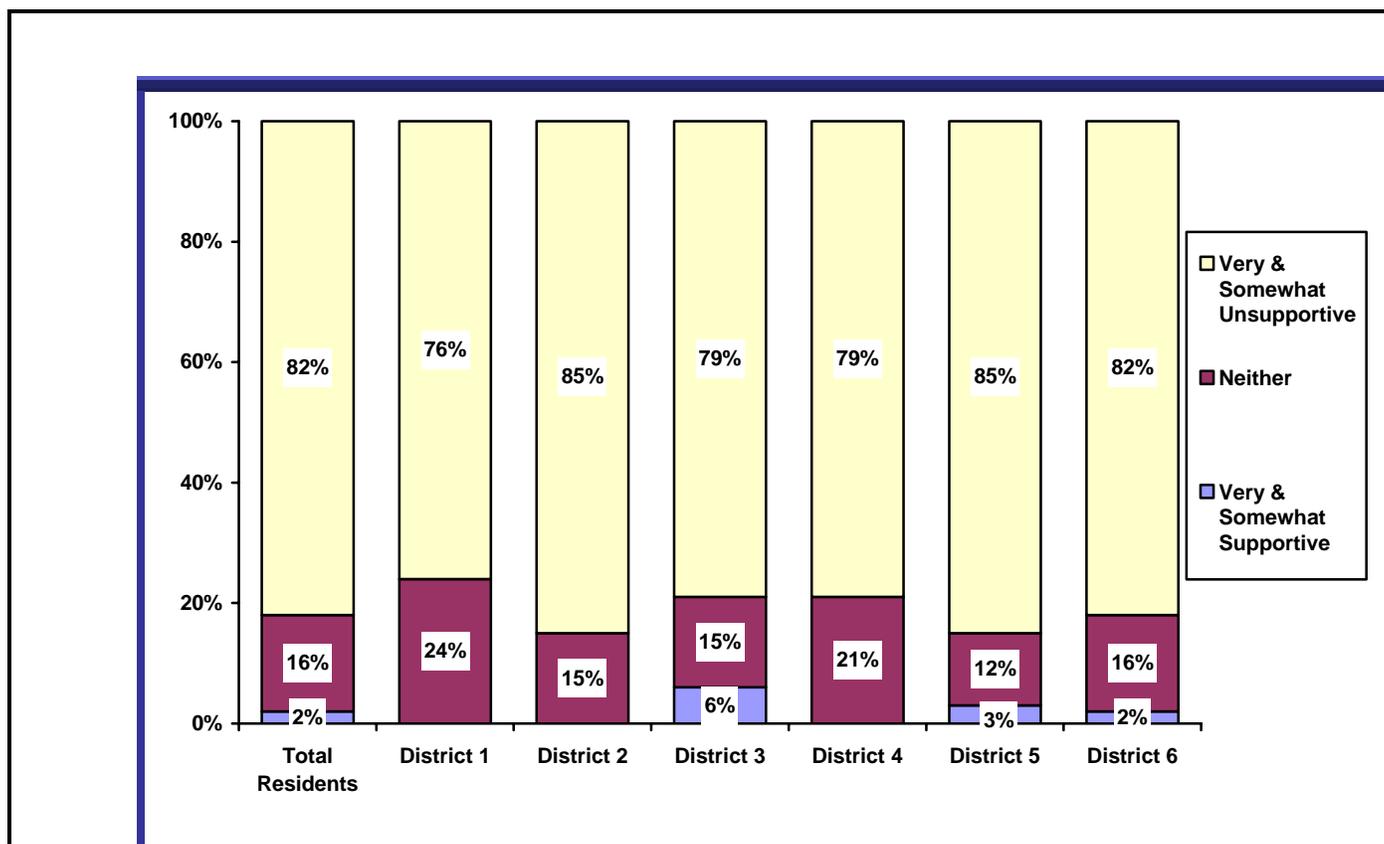


- ~ Compared to the July 2003 survey wave, there is a decline in the percentage of respondents who feel the City provides a strong sense of community and belonging (*rating of 7-10*) – a decrease of seven percentage points (-7%), however this is not a statistically significant shift.

Change Over Time: Sense Of Community – Top Box (Rating 7-10)					
Since July 2003, fewer (-7%) residents feel the City provides a sense of belonging; however this is not a significant shift.	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	58%	-7%	-19%	N/A	N/A

Community Support

- ~ Eighty-two percent (82%) of Sunnyvale residents state they are supportive of the levels of effort made by community groups, businesses, houses of worship, and City government to create an environment that supports diversity – thirty-seven percent (37%) are *very supportive* and forty-five percent (45%) are *somewhat supportive*.
- ~ Sixteen percent (16%) of residents consider themselves as *neither supportive nor unsupportive* of the level of effort put towards an environment that supports diversity.
- ~ Significantly more residents who have lived within Sunnyvale for 2 to 5 years (91%) compared to those who have live in the City for more than 5 years (81%) report they are supportive (*very or somewhat supportive*) of the level of effort towards diversity.



- ~ Compared to July 2003, there is a six percentage point improvement (+6%) in resident support (*very or somewhat supportive*) towards the City government creating an environment that supports diversity in Sunnyvale. Although the percentage change is an improvement, this shift is not statistically significant.

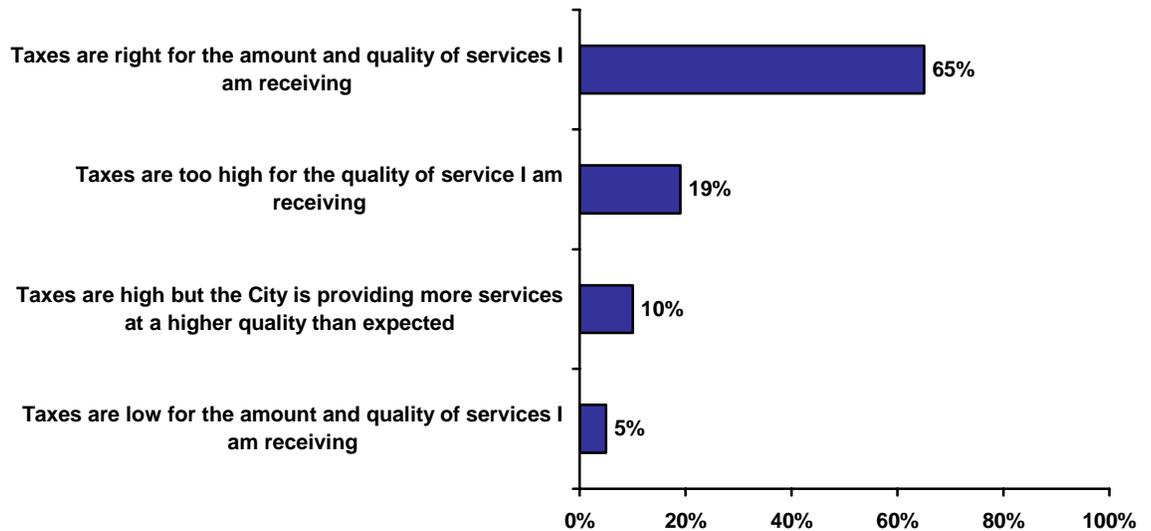
Change Over Time: Community Support – Top Box (<i>Very & Somewhat Supportive</i>)					
	Percentage Change from 2005				
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
<i>There is a six percentage point increase (+6%) in support since July 2003; however, this is not a significant improvement.</i>	82%	+6%	N/A	+14%	N/A

Taxes and Fiscal Stewardship

Attitudes Toward Taxes

- ~ Sixty-five percent (65%) of Sunnyvale residents feel that the taxes they pay to fund City services are right for the amount and quality of the services they receive.
- ~ Residents with an annual household income of \$100,000 or more are significantly more likely than residents with an income of \$50,000 or lower to feel the taxes are right for the amount and quality of services received by the City (71% compared to 54%, respectively).
- ~ Two in five (19%) residents feel the taxes they pay for City services are too high for the quality of services received while another one in ten (10%) say taxes are too high but services are provided at a higher quality than expected.
- ~ Significantly more residents living in District 2 (23%) compared to residents in District 3 (6%), District 5 (6%) and District 6 (6%) state the taxes they pay are too high but the quality of services received are higher than expected.

Sixty-five percent (65%) of residents feel the taxes they pay are right for the amount and quality of services received.



- ~ When combining the favorable scores (taxes are right and taxes are low) there is a significant improvement (+12%) from July 2003 in the percentage of residents who feel favorable towards the taxes they pay to fund City services.
- ~ The percentage of July 2003 residents who feel the taxes are right for the amount and quality of services they are receiving has significantly improved compared to the July 2003 survey wave (65% in July 2005 compared to 56% in July 2003, increase of +9%).
- ~ There is a statistically significant decrease in the percentage of residents in the July 2005 survey wave (10%) compared to the July 2003 survey wave (27%) who feel the taxes are high but the City is providing more services at a higher quality than expected (a decline of -17%).

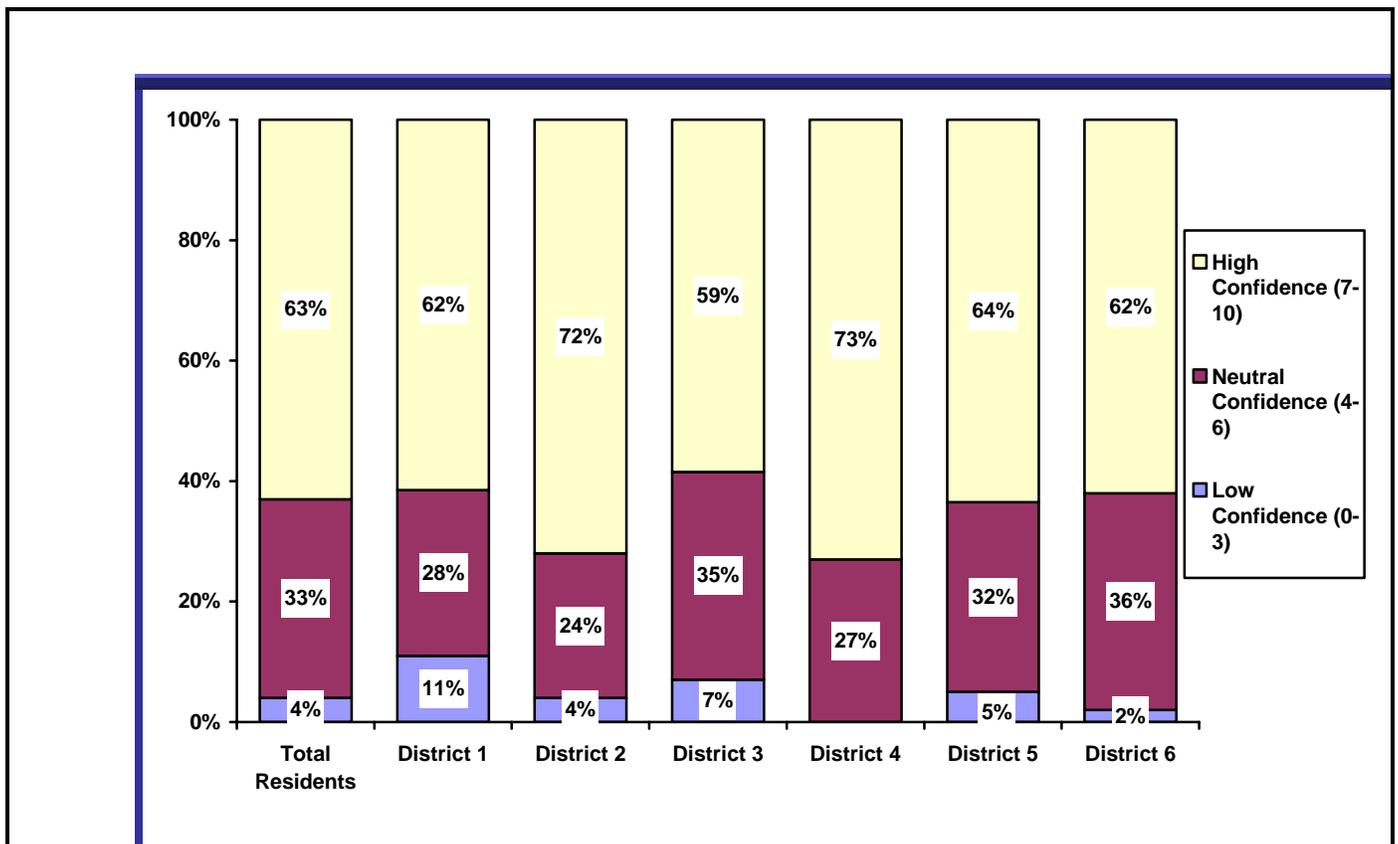
Change Over Time : Attitudes Toward Taxes

		Percentage Change from 2005			
	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
** Taxes are right for the amount and quality of services I am receiving	65%	+9%	**	+3%	+/-0%
Taxes are too high for the quality of service I am receiving	19%	+5%	+7%	+5%	+5%
Taxes are high but the City is providing more services at a higher quality than expected	10%	-17%	-14%	-10%	-9%
** Taxes are low for the amount and quality of services I am receiving	5%	+2%	**	+1%	+3%
** Combined favorable scores	71%	+12%	+7%	+5%	+4%

Wise Tax Spending

Residents were asked on a scale of “0” (*no confidence*) and “10” (*very confident*), how confident they are that their tax dollars are being spent wisely by the City of Sunnyvale.

- ~ Sixty-three percent (63%) of all residents feel confident (*rating of 7-10*) that their tax dollars are being spent wisely by the City and one-third (33%) of Sunnyvale residents have neutral feelings (*rating of 4-6*) regarding their confidence in wise tax spending.
- ~ The longer a respondent has lived within the City of Sunnyvale, the more likely they are to report confidence (*rating of 7-10*) in how their tax dollars are being spent. Residents who have lived within the community for five years or more (68%) are significantly more likely than those who have lived in the area for less than a year (49%) to report confidence in the City’s tax spending.
- ~ Age also plays a factor in the confidence level of wise tax spending by the City. Fifty-four percent (54%) of residents aged 18 to 34 and sixty-five percent (65%) of residents aged 35 to 54 feel confident (*rating of 7-10*) in the City’s tax spending while nearly three-fourths (73%) of residents aged 55 or older report high confidence – significantly more than those aged 18 to 34.



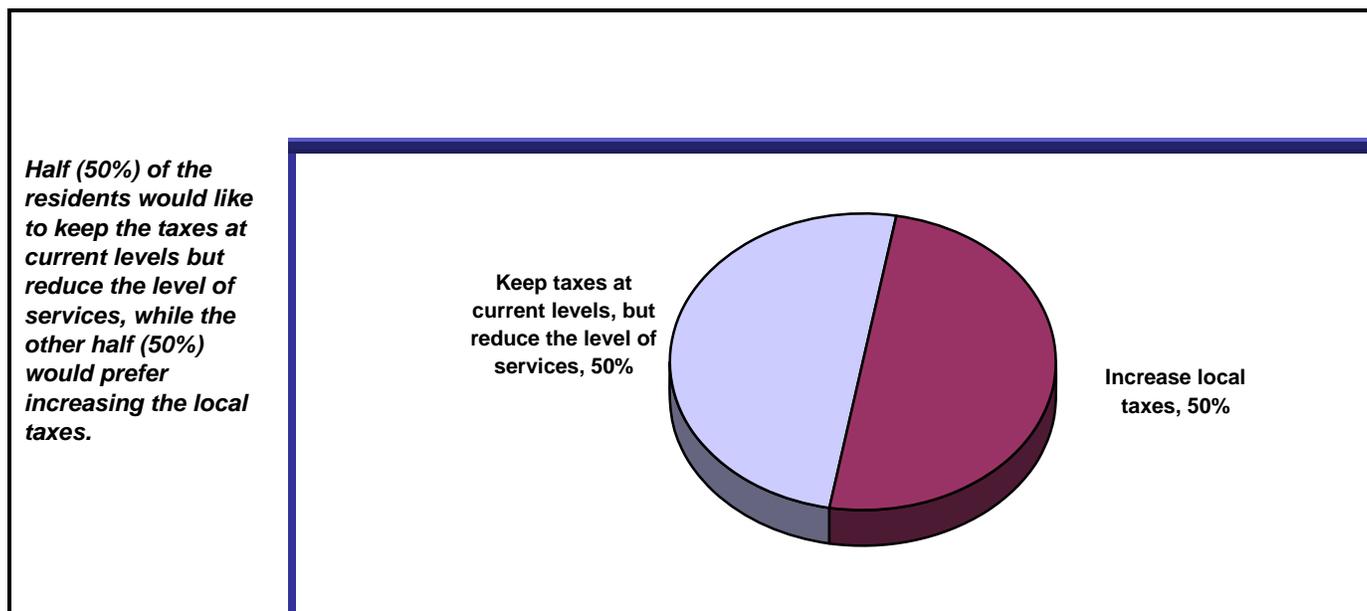
~ July 2005 residents report an insignificantly lower (-2%) level of confidence (*rating of 7-10*) in wise tax spending by the City of Sunnyvale compared to the July 2003 survey wave, however this decline is not a statistically significant shift.

Change Over Time: Confidence of Wise Tax Spending – Top Box (Rating 7-10)					
		Percentage Change from 2005			
<i>Since July 2003, slightly fewer (-2%) residents are confident in the tax spending by the City (this is not a significant shift).</i>	Top Box July 2005	July 2003	June 2002	Dec 2001	June 2000
	63%	-2%	-3%	-2%	N/A

Proposed Action

It was explained to respondents that all local governments are receiving less state and federal funding these days. Respondents were then asked what action the City of Sunnyvale should take to make up for the shortage of funds.

- ~ Half (50%) of all residents would prefer the taxes they currently pay stay at the current levels but for the City to reduce the level of services provided, while the other half (50%) of Sunnyvale residents would rather see an increase in local taxes.
- ~ District 2 residents are significantly more likely than the residents in District 5 to state they would prefer to keep taxes at current levels with a reduction in the services provided (69% compared to 42%, respectively).



Northwest Research Group found very little difference in the distribution of answers who support or do not support an increase in taxes as a direct relationship to how satisfied they are with various city provided services. In almost all of the calculations made on these measures, there is an equal proportion of service reducers and tax increasers who are *very satisfied* with the various city services provided by Sunnyvale to its residents.

- ~ July 2003 respondents were not asked what action the City should take to make up for the shortage of funds.

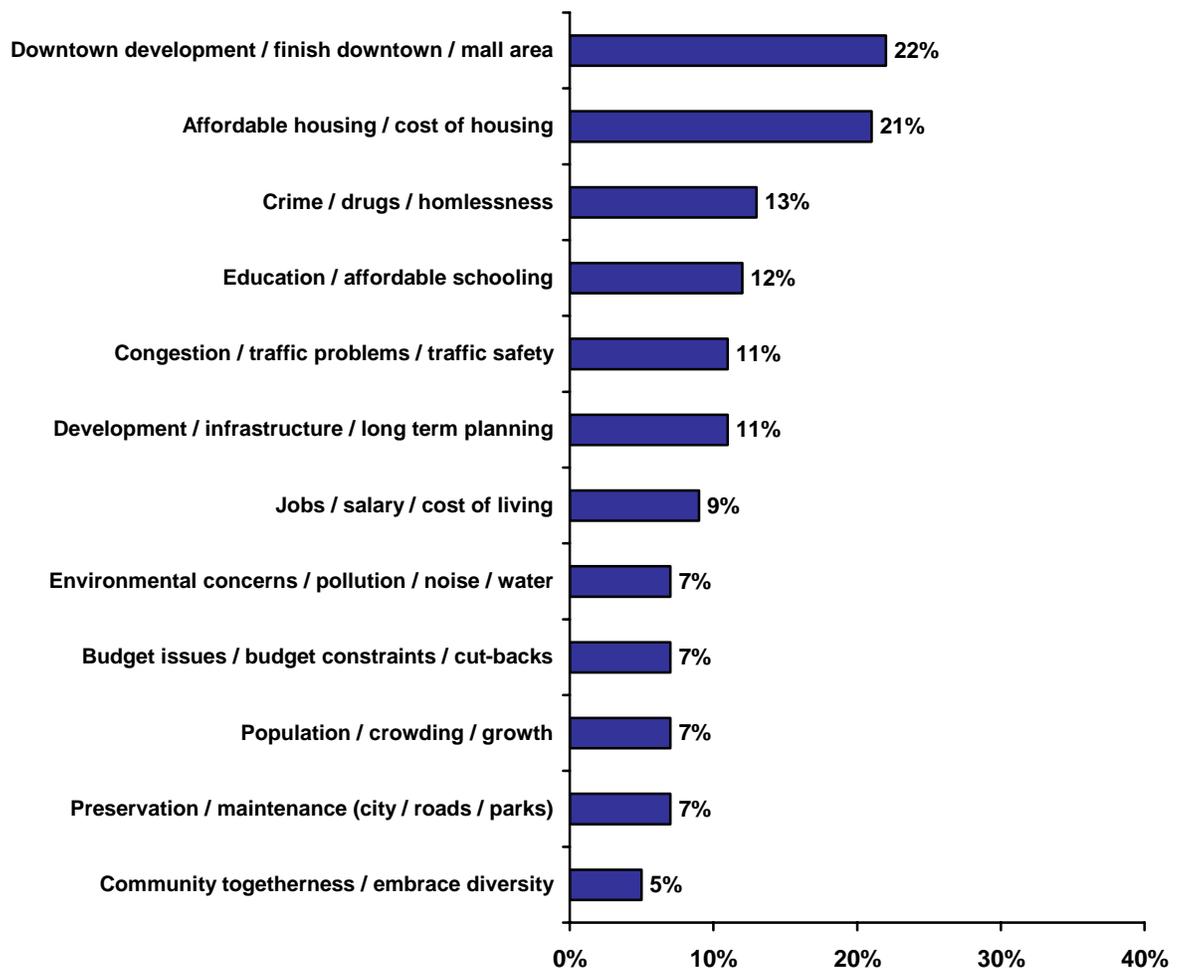
Change Over Time : Proposed Action					
	Top Box July 2005	Percentage Change from 2005			
		July 2003	June 2002	Dec 2001	June 2000
Keep taxes at current levels, but reduce the level of service provided	50%	N/A	+3%	+1%	+8%
Increase local taxes	50%	N/A	-3%	-1%	-8%

Additional Comments

Most Important Issues

Respondents were asked what they feel are the most important issues facing citizens of Sunnyvale today or in the future.

- ~ The most often mentioned issues among residents of Sunnyvale include the downtown development area (22%) and concern with affordable housing and the high cost of housing in the area (21%).
- ~ Residents living within District 3 (42%) are significantly more likely than those in District 2 (16%) or in District 6 (16%) to mention a concern with the downtown and mall area construction and development.

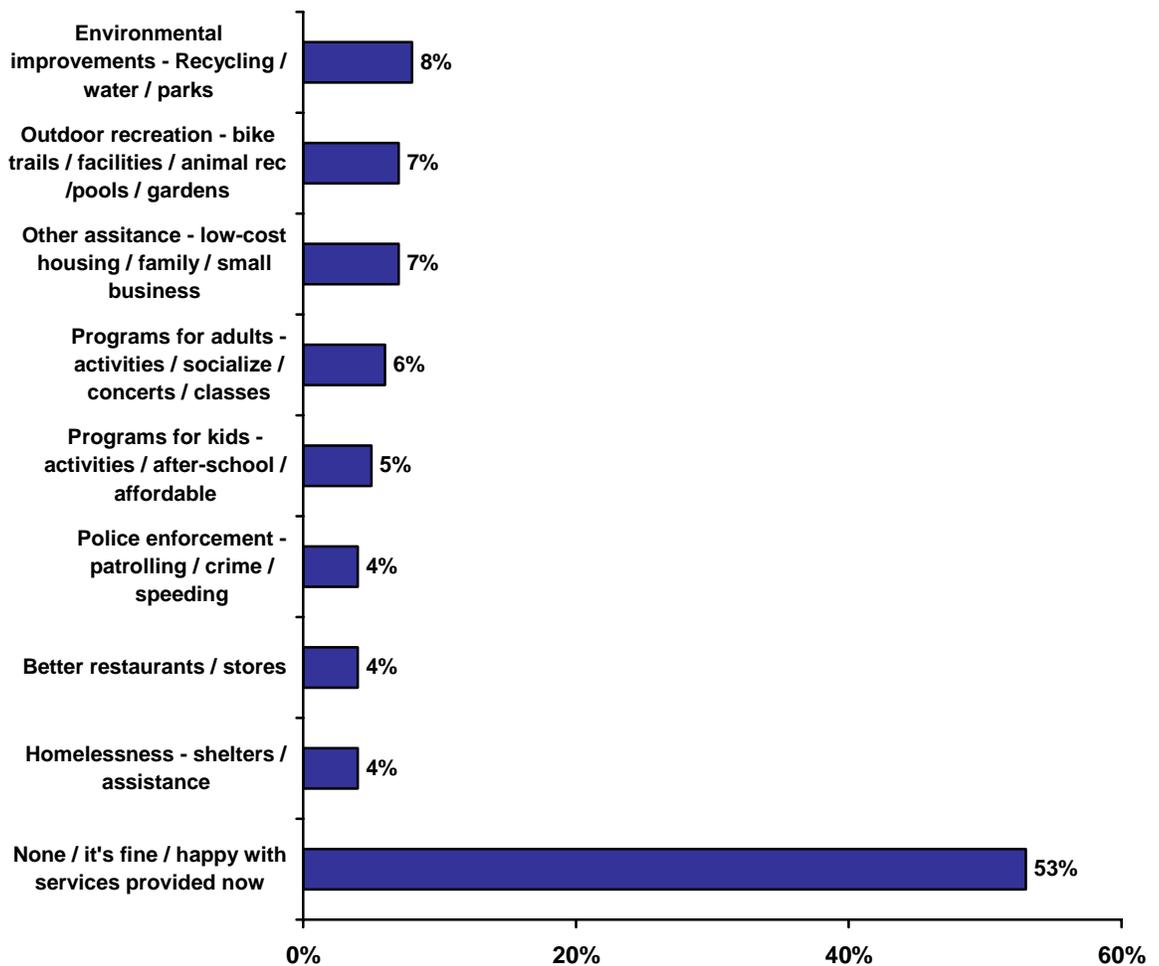


** Responses of 5% or more are shown.

Desired Services

Respondents were asked to state what type of services they feel the City should provide that are not currently being provided.

- ~ Over half (53%) of Sunnyvale residents report they are either happy with the services the City is currently providing or that there are no other services the City should offer.
- ~ Of the suggestions made by residents, eight percent (8%) would like to see the City offer more services for environmental improvements including recycling, the taste of their water, and the parks. Another seven percent (7%) would like to see outdoor recreational services such as bike trails and facilities and seven percent (7%) are interested in some other service like low-cost housing, family assistance, and assistance for small businesses in the area.

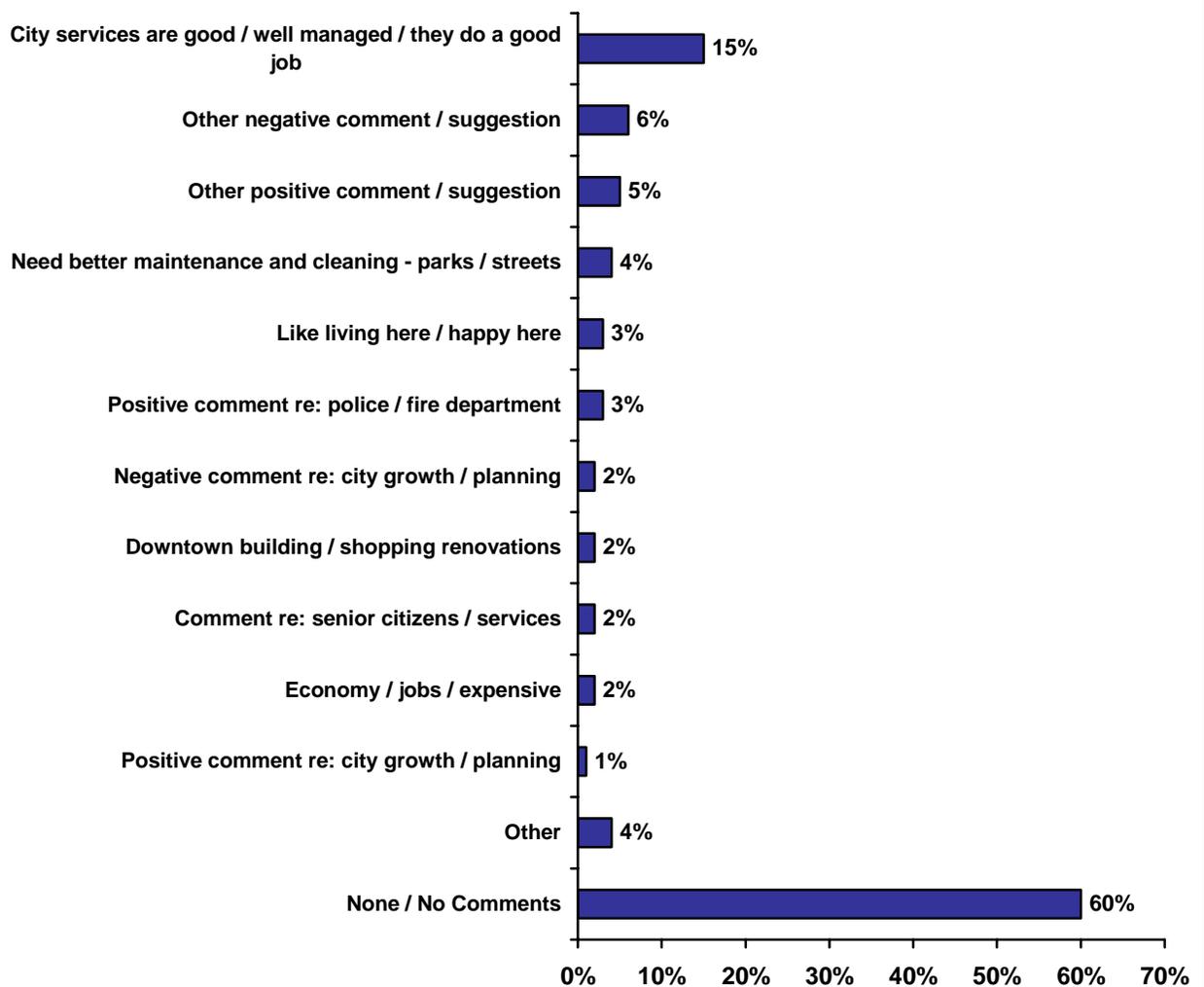


** Responses of 4% or more are shown.

Additional City Comments

To wrap-up the survey, residents were also asked if they had any other comments they would like to make regarding the services provided by the City of Sunnyvale.

- ~ Although sixty percent (60%) of residents report no additional comments, fifteen percent (15%) state they feel the provided services are good, well-managed and the City does a good job.
- ~ Other comments include needing better maintenance and cleaning of the parks and streets (4%), the respondent likes living in Sunnyvale (3%) and positive comments about the police or fire department (3%)



CityMARKS™ Comparisons

Northwest Research Group has made some comparisons, where applicable, of data from the City of Sunnyvale's 2005 Resident Satisfaction Survey with Northwest Research Group's CityMARKS™ research program.

In brief, CityMARKS™ is Northwest Research Group's benchmark survey that is updated each spring based on a random sample of more than 2,000 individuals in participating cities across the United States. An approximately equal number of interviews are completed in each of the major census areas of the country, allowing for reliable analysis within each key area.

It is important to note that many of the topics from the Sunnyvale survey discussed below are not truly comparable to the CityMARKS™ data due to different scales used in the CityMARKS™ survey (4-point scales were used as opposed to the 5-point scales used in Sunnyvale's survey), as well as some of the questions that have similar meanings, but are worded very differently. With these differences in mind, any comparisons made between the two data sets should be considered as informational only and not as statistically significant.

Exceeding the National Average

The satisfaction residents of the City of Sunnyvale have exceeds the expectations set forth by the national averages found in NWRG's CityMARKS™ survey on various topics, ranging from police, fire and emergency services, the reliability of traffic signals, public libraries and street repair and maintenance. In addition, for questions which respondents were asked to gauge how much of a problem specific elements, Sunnyvale residents report that many elements are less problematic in their neighborhoods than how the problems are perceived among the residents in the national survey who are answering for their own city. The specific services and problem-elements evaluated in which Sunnyvale has greater satisfaction are listed below.

Public Libraries

- ~ Residents of Sunnyvale rate their library services between being *good* and *very good*. Top box ratings (ratings of *very good* and *good*, combined) for each of the service elements regarding the library received a top box rating of 79% or higher. Overall, the top box rating of library services, when individual element scores are rolled up together, average to 83%.
- ~ When compared to Northwest Research Group's national CityMARKS™ data, library services are rated much higher among residents of Sunnyvale than they are nationally. Seventy-eight percent (78%) of respondents within the CityMARKS™ survey state the quality of public library systems in their city is *good* (47%) or *excellent* (31%).

Police Services / Fire Services / Emergency

- ~ Sunnyvale residents rate their police services (91%), fire department services (94%) and emergency medical services (93%) higher than respondents surveyed nationally (79%, 91%, and 93%, respectively). It is interesting to note that fire services are rated substantially higher than police and emergency services among the national CityMARKS™ respondents, but among Sunnyvale residents, fire department services are reported as equally good as police and emergency services.

Reliability of traffic signals

- ~ Eighty-two percent (82%) of Sunnyvale residents rate the reliability of traffic signals as *very good* (37%) or *good* (45%), while only seventy percent (70%) of CityMARKS™ respondents gave ratings of *good* (51%) or *excellent* (19%) to their traffic management services such as traffic signals, signs and street markings.

Environmental Issues

- ~ More than half (56%) of Sunnyvale's residents report environmental issues are *not a problem at all* in their neighborhood. Fewer than one in five (16%) indicate environmental issues are a *somewhat serious* (12%) or a *very serious* (4%) *problem* in their neighborhood.
- ~ According to national data from Northwest Research Group's CityMARKS™ survey, Sunnyvale residents rate environmental issues as less problematic in their neighborhoods than national respondents who are rating their whole city. In the CityMARKS™ survey, thirty-five percent of respondents (35%) cite water pollution as a *minor issue* (20%) or a *major issue* (15%) in their city and nearly half (45%) state energy conservation is a *minor issue* (28%) or a *major issue* (17%) in their city.

Crime

- ~ Crime seems to be rated as less problematic in the Sunnyvale community than among respondents from the national CityMARKS™ survey. Among Sunnyvale residents, twenty-one percent (21%) state crime is a *somewhat serious problem* (17%) or a *very serious problem* (4%) in their neighborhood – 45% indicate crime is *not a problem at all*. Among CityMARKS™ respondents, crime is seen as a *minor issue* by sixteen percent (16%) of respondents, and is seen as a *major issue* among twelve percent (12%) of respondents – 39% report crime is *not an issue* in their city.

Street repair or maintenance

- ~ Street repair in the neighborhood is considered as *not a problem at all* among fifty-eight percent (58%) of Sunnyvale residents. However, thirteen percent of residents see street repair as a *somewhat serious problem* and two percent (2%) see street repair as a *very serious problem*.
- ~ Among respondents in the CityMARKS™ survey, only slightly more than one in four respondents state the quality of road conditions in their city is *not an issue*. Twenty-four percent (24%) of respondents indicate the quality of road conditions in their city is a *minor issue*, and twenty-three percent (23%) state road condition quality is a *major issue*.

Situational Safety

Respondents in the 2005 City of Sunnyvale Resident Survey were asked six questions relating to how safe they feel in their neighborhood, in Sunnyvale's downtown area, and in Sunnyvale's parks during the day and after dark. Similar questions were also asked in the CityMARKS™ survey, however the question was worded slightly different by asking respondents to indicate how safe they feel walking alone in these areas of their city during the day and after dark.

Overall, it is clear that Residents of Sunnyvale feel safer in their parks, neighborhoods and in Sunnyvale's downtown area during the day and after dark than residents do in their own cities, nationally.

– In the Neighborhood

- ~ All (100%) City of Sunnyvale residents report they feel either *very safe* (83%) or *fairly safe* (17%) in their neighborhood during the day.
- ~ Similar to the City of Sunnyvale, nearly all (97%) respondents participating in the national CityMARKS™ survey report they feel either *very safe* (84%) or *reasonably safe* (13%) walking alone in their neighborhood during the day.
- ~ Most (94%) residents of Sunnyvale also feel safe in their neighborhood after dark – 54% feel *very safe* and 40% feel *fairly safe*. Among CityMARKS™ respondents, respondents feel a bit less safe than residents of Sunnyvale when walking in their neighborhood alone after dark – 57% report feeling *very safe* and 26% report feeling *reasonably safe*.

– In Downtown

- ~ Nearly all (99%) residents of Sunnyvale report feeling safe when in Sunnyvale’s downtown area during the day – 81% feel *very safe* and 18% feel *fairly safe*.
- ~ Among the national data provided by CityMARKS™, ninety-two percent (92%) of respondents report feeling safe – 69% *very safe* and 35% *reasonably safe* – when walking in their city’s downtown business area during the day.
- ~ Safety after dark in the city’s downtown business area is perceived as being significantly safer among residents of Sunnyvale than by respondents from cities surveyed in CityMARKS™ (91% vs. 69%, respectively).
- ~ Less than one in ten (9%) Sunnyvale residents report feeling unsafe in their downtown area after dark – 7% feel *not very safe*, and 2% *do not feel safe at all*. This percentage is substantially lower than the percentage of respondents from the CityMARKS™ survey who feel unsafe in their city’s downtown business area after dark. Among these respondents, ten percent (10%) feel *very unsafe*, and fifteen percent (15%) feel *somewhat unsafe*.

– In Parks

- ~ Similar to Sunnyvale’s businesses district, nearly all (99%) Sunnyvale residents state they feel safe in Sunnyvale’s parks during the day – 77% feel *very safe* and 22% feel *somewhat safe*.
- ~ After dark, feelings of safety in Sunnyvale’s parks drop to eighty percent (80%) where only one in four residents (25%) feel *very safe* in Sunnyvale’s parks after dark and fifty-five percent (55%) feel *fairly safe*.
- ~ Most (92%) respondents from CityMARKS™ indicate they feel safe walking alone in their city’s parks and recreation areas during the day – 21% feel *reasonably safe* and 71% feel *very safe*. However, attitudes towards safety in parks after dark shift substantially among these respondents where only sixty-two percent (62%) feel safe – 27% feel *very safe* walking in their city’s parks alone after dark, while 35% feel *reasonably safe*.

Comparable to the National Average

Some of the results for similar elements evaluated in the City of Sunnyvale's Resident Survey and in NWRG's CityMARKS™ survey were not markedly different from one another. These elements, which are similar between the two surveys, are listed below.

Overall Quality of Services

- ~ City of Sunnyvale residents hold the services provided by the City of Sunnyvale in high regard, indicating that overall services provided by the City are *very good* (42%) or *good* (47%).
- ~ In the 2005 CityMARKS™ survey, all respondents were asked how they would rate the quality of services provided by their city compared with those in other cities of comparable size. Like Sunnyvale, these respondents rate their city with favorable marks, indicating their city is *somewhat better* (44%) or *significantly better* (24%) than other cities.

Taxes spent wisely

- ~ Sunnyvale residents are *somewhat confident* that their tax dollars are being spent wisely by the City of Sunnyvale, indicating an average rating of 6.89 on the 10-point scale where 0 means "no confidence" and 10 means "very confident."
- ~ In the national CityMARKS™ survey, respondents were asked to indicate if they feel they are getting their money's worth for their tax dollar. Results from both surveys do not differ substantially as most CityMARKS™ respondents feel they are *probably getting their money's worth* (45%) or are *definitely getting their money's worth* (22%).

Utilities / Water

- ~ More than four in five (85%) Sunnyvale residents state their utilities (water services) is *very good* (37%) or *good* (49%). Nationally, ratings of the quality of the water supply is also rated as "good" – specifically, 46% of respondents in CityMARKS™ state the quality of their water supply is *good*, while more than one in four (27%) respondents stated the water quality is *excellent*.

Garbage / Recycling Services

- ~ Residents of Sunnyvale are equally satisfied with their garbage collection and recycling as CityMARKS™ respondents are with their city's garbage services (85%). However, in CityMARKS™, recycling services were asked separately from garbage services, and recycling services reports a lower level of top-box satisfaction – 71% of respondents rate recycling services as *good* (42%) or *excellent* (29%).

Traffic Safety

- ~ Nearly half (48%) of all Sunnyvale residents report traffic safety is some type of a problem in their neighborhood. However, most of these residents indicate traffic safety is *not too serious of a problem* (31%). Twelve percent (12%) state traffic safety is a *somewhat serious problem*, and only five percent (5%) state it is a *very serious problem*.
- ~ According to the national CityMARKS™ data, sixty-five percent (65%) of respondents report that enforcement of traffic laws is an issue in their city. While more than one in four (27%) CityMARKS™ respondents cite traffic laws as a *moderate issue* in their city, twenty-four percent (24%) state enforcement of traffic laws is a *minor issue*, and fifteen percent (15%) indicate it is a *major issue*.

III. Appendix

Questionnaire

City of Sunnyvale - 2005 Resident Satisfaction Survey SUN-05-147

Questionnaire – FINAL (7/20/05) With Post Codes

INTRODUCTION / SCREENER

INTRO Hello, this is _____ with Northwest Research Group, a market research firm. Today we are conducting a study for the City of Sunnyvale and would like to include the opinions of your household. I want to assure you that we are not selling any type of product or service. This call may be monitored or recorded for quality control purposes.

[PROGRAMMING NOTE: RANDOMLY ASK FOR MALES 2 OUT OF 3 TIMES.]

[FOR MALE] To ensure that this survey is representative of the City of Sunnyvale population, I need to speak with the male in your household who is 18 years of age or older and who had the most recent birthday. Would that be you?

[FOR ADULT] For this survey, I need to speak to an adult in your household who is 18 years of age or older and who had the most recent birthday. Would that be you?

- 1 YES **[CONTINUE SURVEY]**
- 2 NO – CORRECT PERSON AVAILABLE **[REINTRODUCE YOURSELF]**
- 3 NO – CORRECT PERSON NOT AVAILABLE **[CTRL END, SCHEDULE CALLBACK]**
- 4 NO – NO ONE IN HH OVER 18 **[SKIPTO THANK1 - DISPOS = 22]**
- 5 GENDER NOT IN HH **[CONTINUE SURVEY WITH ADULT WITH MOST RECENT BIRTHDAY]**
- 9 REFUSED **[IMMED. REF - DISPOS = 8]**

[FOR MID-INTERVIEW CALLBACKS] Hello, this is _____ with Northwest Research Group, a local market research firm. Recently we started a survey regarding the City of Sunnyvale, and I'm calling back to complete it.

[PRESS ANY KEY TO CONTINUE]

Scr1 What is your home zip code?

**[IF ZIPCODE NOT EQUAL TO 94085, 94086, 94087, 94088, 94089, 94090
– SKIP TO THANK2 (DISPOSITION AS OUT OF AREA)]**

_____ ENTER ZIP CODE

99999 DON'T KNOW / REFUSED **[SKIP TO THANK9]**

Scr2 Which Sunnyvale park or school is closest to your home?

[SELECT ONLY ONE]

[IF RESPONDENT CAN'T ANSWER RIGHT AWAY READ : "I can read you the list of Sunnyvale parks and schools and please let me know which one is the closest to your home."]

- 1 (Baylands Park)
- 2 (Bishop School)
- 3 (Braly Park / School)
- 4 (Cherry Chase School)
- 5 (Columbia Park / School)
- 6 (Community Ctr / Orchard
Heritage Pk)
- 7 (Cupertino Jr. High School)
- 8 (De Anza Park / School)
- 9 (Ellis School)
- 10 (Encinal Park)
- 11 (Fair Oaks Park)
- 12 (Fairwood Park / School)
- 13 (Lakewood Park / School)
- 14 (Las Palmas Park)
- 15 (Murphy Park)
- 16 (Nimitz School)
- 17 (Ortega Park / Stocklmeir)
- 18 (Panama Park)
- 19 (Ponderosa Park / School)
- 20 (Raynor Park)
- 21 (San Antonio Park)
- 22 (San Miguel School)
- 23 (Serra Park / School)
- 24 (Sunken Gardens Golf Course)
- 25 (Sunnyvale Golf Course)
- 26 (Sunnyvale Middle School)
- 27 (Vargas School)
- 28 (Victory Village Park)
- 29 (Washington Park)
- 30 (West Valley School)
- 31 **CANNERY PARK (district 1)**
- 32 **CUMBERLAND (district 5)**
- 33 **FREEMONT H.S.**
- 34 **GEORGE MAYNE**
- 35 **HOMESTEAD H.S.**
- 36 **LAURELWOOD ELEMENTARY**
- 37 **PETERSON JR HIGH**
- 38 **VIENTA**
- 97 OTHER [SPECIFY]
- 98 DON'T KNOW
- 99 REFUSED

Scr3 ENTER RESPONDENT'S GENDER

- 1 FEMALE
- 2 MALE

Q1 How long have you lived in the City of Sunnyvale?
[READ IF NECESSARY]

- 1 (Less than one year)
- 2 (One year but less than two years)
- 3 (Two years but less than five years)
- 4 (Five years or more)
- 8 DON'T KNOW
- 9 REFUSED

Q2 Overall, how would you rate the City of Sunnyvale as a place to live? Would you say that it's excellent, good, average, poor or very poor?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 8 DON'T KNOW
- 9 REFUSED

CITY SERVICES

Q3 How would you rate the overall quality of services provided by the City of Sunnyvale? Would you say it is good, poor, or average? Would that be very good or good / poor or very poor?

- 1 VERY GOOD
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 8 DON'T KNOW
- 9 REFUSED

Q4INT How would you rate the City of Sunnyvale on each of the following services?

[BLOCK 1 = Q4A / Q4B / Q4M / Q4S / Q4Y / Q4CC]

[BLOCK 2 = Q4D – Q4J]

[BLOCK 3 = Q4C / Q4K / Q4L / Q4P / Q4Q / Q4R / Q4U / Q4V / Q4W / Q4X]

[BLOCK 4 = Q4N / Q4O / Q4T]

[BLOCK 5 = Q4Z / Q4BB]

[BLOCK 6 = Q4AA]

[ROTATE ALL SIX BLOCKS AND ROTATE QUESTIONS WITHIN EACH BLOCK]

Q4a Would you rate...

Police services

...as good, poor, or average? Would that be very good or good / poor or very poor?

[IF RESPONDENT ANSWERS “DON’T KNOW” - READ IF NECESSARY: You can rate this service based off of anything you may have seen, read, or heard within your city.]

- 1 VERY GOOD
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 8 DON'T KNOW
- 9 REFUSED

Q4b Fire services

Q4c Maintenance of streets, roads, sidewalks, street trees

Q4d Library Services

Q4e Helpfulness of library staff

Q4f Safety of library facilities

Q4g Availability of library materials

Q4h Library hours of operation

Q4i Appearance of library facilities

Q4j Adequacy of library facilities

Q4k Utilities (water services)

Q4l Garbage collection / recycling

Q4m Animal control services

Q4n Recreation programs and activities

Q4o Parks maintenance

Q4p Maintenance of street lights

Q4q Reliability of traffic signals

Q4r Usability of bicycle / pedestrian facilities

Q4s Emergency medical services

Q4t Condition of community facilities (community center, library, parks, buildings, City Hall)

- Q4u Roadside and median appearances
- Q4v Storm water protection
- Q4w Safe road conditions
- Q4x Quality of drinking water
- Q4y Response time to medical emergencies
- Q4z Code enforcement
- Q4aa Information and coordination about Sunnyvale child care facilities
- Q4bb Long-term land use planning
- Q4cc Traffic law enforcement

TAXES & FISCAL STEWARDSHIP

Q5 Which statement best describes how you feel about the taxes you pay that fund City services?

[READ ENTIRE LIST BEFORE RECORDING RESPONSE]

[ROTATE RESPONSES 1 – 4]

- 1 Taxes are too high for the quality of service I am receiving
- 2 Taxes are high but the City is providing more services at a higher quality than expected
- 3 Taxes are right for the amount and quality of services I am receiving
- 4 Taxes are low for the amount and quality of services I am receiving
- 8 DON'T KNOW
- 9 REFUSED

Q6 How confident are you that your tax dollars are being spent wisely by the City of Sunnyvale? Please use a scale where zero (0) equals “no confidence” and ten (10) equals “very confident.” You may also use any number in between.

___ [ENTER NUMBER “0” THROUGH “10”]

- 98 DON'T KNOW
- 99 REFUSED

Q7 All local governments are receiving less state and federal funding these days. To make up for the shortage of funds, what action should the City take?

[ROTATE RESPONSES 1 AND 2] [

8 “Don’t Know” IS READ TO THE RESPONDENT BUT ALWAYS LAST]

- 1 Increase local taxes
- 2 Keep taxes at current levels, but reduce the level of service provided
- 8 Don't know
- 9 REFUSED

SAFETY

Q8 Overall, how safe do you feel in the City of Sunnyvale? Would you say you feel very safe, fairly safe, somewhat safe or not safe at all?

- 1 VERY SAFE
- 2 FAIRLY SAFE
- 3 SOMEWHAT SAFE
- 4 NOT SAFE AT ALL
- 8 DON'T KNOW
- 9 REFUSED

Q9INT Please rate how safe you feel in each of the following situations.

Q9a Would you say you feel safe or not safe...

In your neighborhood during the day?

Would that be fairly safe or very safe / not very safe or not safe at all?

- 1 VERY SAFE
- 2 FAIRLY SAFE
- 3 NOT VERY SAFE
- 4 NOT SAFE AT ALL
- 8 DON'T KNOW
- 9 REFUSED

Q9b In your neighborhood after dark?

Q9c In Sunnyvale's downtown area during the day?

Q9d In Sunnyvale's downtown area after dark?

Q9e In Sunnyvale's parks during the day?

Q9f In Sunnyvale's parks after dark?

CITY STAFF & INFORMATION

Q10 Which of the following times would you find most convenient to conduct your business with City Hall? (This does NOT apply to Public Safety, the Library or any of the Community Centers.)

[SELECT ONLY ONE]

[ROTATE RESPONSES 1-3]

- 1 Monday – Friday, 8:00 a.m. to 5:00 p.m. (current schedule)
- 2 Monday – Thursday, 7:00 a.m. to 6:00 p.m.
- 3 Tuesday – Friday, 7:00 a.m. – 6:00 p.m.
- 8 DON'T KNOW
- 9 REFUSED

Q11 In your opinion, how easy is it to obtain information about City services? Would you say easy or not easy? Would that be fairly easy or very easy / not very easy or not easy at all?

- 1 VERY EASY
- 2 FAIRLY EASY
- 3 NOT VERY EASY
- 4 NOT EASY AT ALL
- 8 DON'T KNOW
- 9 REFUSED

Q12 Have you had contact with an employee of the City of Sunnyvale either over the phone or in person during the past year?

- 1 YES
- 2 NO [SKIP TO Q13A]
- 8 DON'T KNOW [SKIP TO Q13A]
- 9 REFUSED [SKIP TO Q13A]

Q13 [ASK IF Q12=1] Overall, how satisfied were you with how your question, problem, or concern was handled? Would you say you were satisfied, dissatisfied or neither? Would that be very or somewhat (satisfied / dissatisfied)?

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 NEITHER SATISFIED NOR DISSATISFIED
- 4 SOMEWHAT DISSATISFIED
- 5 VERY DISSATISFIED
- 8 DON'T KNOW
- 9 REFUSED

Q14INT How useful are the following methods of receiving information about City services and programs?

[ROTATE Q14a – Q14i]

Q14a Would you rate (the)...

Utility bill stuffers

...as very useful, useful, somewhat useful or not very useful?

[IF RESPONDENT ANSWERS "DON'T KNOW" - READ IF NECESSARY: You can rate this source based off of anything you may have seen, read, or heard within your city.]

- 1 VERY USEFUL
- 2 USEFUL
- 3 SOMEWHAT USEFUL
- 4 NOT VERY USEFUL
- 8 DON'T KNOW
- 9 REFUSED

Q14b Sundial

Q14c Public Access Cable TV Channel 26

Q14d Quarterly / Annual Report

Q14e City web site

Q14f KSUN Cable TV on Channel 15

Q14g Recreation Program Activity Guide

Q14h Direct mail

Q14i Banners at Wolfe Road and El Camino Real

Q15 If you have contacted the Building Division for information or building code requirements, or obtained a building permit, how would you rate the level of customer service of staff? Would you rate it as good, poor, or average? Would that be very good or good / poor or very poor?

- 1 VERY GOOD
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 6 NOT APPLICABLE
- 8 DON'T KNOW
- 9 REFUSED

Q16 If you contacted the Planning Division for information or zoning code requirements, or if you obtained a planning permit, how would you rate the quality of the Planning Division services? Would you rate it as good, poor, or average? Would that be very good or good / poor or very poor?

- 1 VERY GOOD
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 6 NOT APPLICABLE
- 8 DON'T KNOW
- 9 REFUSED

NEIGHBORHOODS

Q17 How attractive do you believe downtown Sunnyvale is as a shopping and/or entertainment destination? Would you say it's attractive, unattractive, or neither? Would that be very or somewhat (attractive / unattractive)?

- 1 VERY ATTRACTIVE
- 2 SOMEWHAT ATTRACTIVE
- 3 NEITHER ATTRACTIVE NOR UNATTRACTIVE
- 4 SOMEWHAT UNATTRACTIVE
- 5 VERY UNATTRACTIVE
- 8 DON'T KNOW
- 9 REFUSED

Q18INT In your opinion, how serious a problem is each of the following issues in your neighborhood?
[ROTATE Q18A – Q18M]

Q18a Would you say...

Crime

... is / are not a problem at all, not too serious a problem, a somewhat serious problem or a very serious problem in your neighborhood?

- 1 NOT A PROBLEM AT ALL
- 2 NOT TOO SERIOUS A PROBLEM
- 3 SOMEWHAT SERIOUS PROBLEM
- 4 VERY SERIOUS PROBLEM
- 8 DON'T KNOW
- 9 REFUSED

Q18b Traffic safety

Q18c Street repair or maintenance

Q18d Graffiti

Q18e Code violations (i.e. property maintenance problems such as weeds, debris, junk, front yard storage, etc.)

Q18f Environmental issues

Q18g Dogs off leash

Q18h Traffic congestion

Q18i Sidewalk repair

Q18j Noise

Q18k Nuisance vehicles

Q18l Pedestrian safety near schools

Q18m Lack of available homeless care facilities in the City

Q19 How satisfied are you that your neighborhood has access to convenient services and places to shop? Would you say you are satisfied, dissatisfied or neither? Would that be very or somewhat (satisfied / dissatisfied)?

- 1 VERY SATISFIED
- 2 SOMEWHAT SATISFIED
- 3 NEITHER SATISFIED NOR DISSATISFIED
- 4 SOMEWHAT DISSASTISFIED
- 5 VERY DISSASTISFIED
- 8 DON'T KNOW
- 9 REFUSED

- Q20 How supportive are you of the levels of effort made by community groups, businesses, houses of worship, and City government to create an environment that supports diversity in Sunnyvale? Would you say you are supportive, unsupportive, or neither? Would that be very or generally (supportive / unsupportive)?
- 1 VERY SUPPORTIVE
 - 2 GENERALLY SUPPORTIVE
 - 3 NEITHER SUPPORTIVE NOR UNSUPPORTIVE
 - 4 GENERALLY UNSUPPORTIVE
 - 5 VERY UNSUPPORTIVE
 - 8 DON'T KNOW
 - 9 REFUSED
- Q21 Have you used any education, health, social, recreation or public safety services during the past year (such as after-school recreation, adult/parent education, health care, immunizations, counseling, restorative justice, etc.)?
- 1 YES
 - 2 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- Q22 Have you used any education, health, social, recreation or public safety services during the past year that were provided by the Columbia Neighborhood Center (785 Morse Avenue)?
- 1 YES
 - 2 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- Q23 Do you volunteer for youth activities, a sports organization, a school, charity, religious or other community organization or agency serving the Sunnyvale Community?
- 1 YES
 - 2 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- Q24 To what degree do you feel that the City provides a sense of community and belonging for all residents? Please use a scale where zero (0) equals "no sense of belonging" and ten (10) equals "very strong sense of belonging." You may also use any number in between.
- [ENTER NUMBER "0" THROUGH "10"]
- 98 DON'T KNOW
 - 99 REFUSED
- Q25 Do you have children (under 18) in your household?
- 1 YES
 - 2 NO [SKIP TO Q29]
 - 8 DON'T KNOW [SKIP TO Q29]
 - 9 REFUSED [SKIP TO Q29]

Q26 **[IF Q25=1]** During the past year, if you sought child services in the City of Sunnyvale, were you able to access satisfactory child care?

- 1 YES
- 2 NO
- 3 HAVE NOT SOUGHT CHILD CARE
- 8 DON'T KNOW
- 9 REFUSED

Q27 **[IF Q25=1]** During the past year, if you have sought or utilized child care services in the City of Sunnyvale, do you consider the child care that is available to be affordable?

- 1 YES
- 2 NO
- 3 NOT APPLICABLE
- 8 DON'T KNOW
- 9 REFUSED

Q28 **[IF Q25=1]** If you currently utilize child care services in the City of Sunnyvale, how would you rate the quality of those services? Would you say it's good, poor, or average? Would that be very good or good / poor or very poor?

- 1 VERY GOOD
- 2 GOOD
- 3 AVERAGE
- 4 POOR
- 5 VERY POOR
- 6 NOT APPLICABLE
- 8 DON'T KNOW
- 9 REFUSED

Q29 To what degree do you feel the City of Sunnyvale provides a high quality of life for youth and families? Please use a scale where zero (0) equals "very low" and ten (10) equals "very high." You may also use any number in between.

- ___ [ENTER NUMBER "0" THROUGH "10"]
- 98 DON'T KNOW
- 99 REFUSED

Q30 How proud are you to live in the City of Sunnyvale? Please use a scale where zero (0) equals "not proud at all" and ten (10) equals "very proud." You may also use any number in between.

- ___ [ENTER NUMBER "0" THROUGH "10"]
- 98 DON'T KNOW
- 99 REFUSED

ADDITIONAL COMMENTS

Q31 What are the most important issues facing citizens of Sunnyvale today or in the future?

- 1 **AFFORDABLE HOUSING / COST OF HOUSING**
- 2 **DEVELOPMENT / INFRASTRUCTURE / LONG-TERM PLANNING**
- 3 **BUDGET ISSUES / BUDGET CONSTRAINTS / CUT-BACKS**
- 4 **DOWNTOWN DEVELOPMENT / FINISH DOWNTOWN AREA / MALL AREA**
- 5 **POPULATION / CROWDING / GROWTH**
- 6 **CONGESTION / TRAFFIC PROBLEMS / TRAFFIC SAFETY**
- 7 **IMPROVE PUBLIC TRANSPORTATION**
- 8 **JOBS / SALARY / COST OF LIVING / CREATE JOBS**
- 9 **EDUCATION / AFFORDABLE SCHOOLING / PRESCHOOLS**
- 10 **YOUTH ACTIVITIES / AFTER-SCHOOL PROGRAMS / EVENTS**
- 11 **CRIME / DRUGS / HOMELESS**
- 12 **PRESERVATION / MAINTENANCE (CITY / ROADS / PARKS)**
- 13 **ENVIRONMENTAL CONCERNS / POLLUTION / NOISE / WATER**
- 14 **EMERGENCY SERVICES FUNDING / POLICE / FIRE / EARTHQUAKE**
- 15 **SENIOR CITIZENS – HOUSING / ELDERLY CARE**
- 16 **COMMUNITY TOGETHERNESS / EMBRACE DIVERSITY / INTEGRATE VARIOUS CULTURES**
- 17 **LIBRARY / LIBRARY HOURS / SERVICES**
- 18 **QUALITY OF LIFE / LIVABILITY**
- 97 OTHER [SPECIFY]
- 98 DON'T KNOW / CAN'T THINK OF ANYTHING [PROBE]
- 99 REFUSED

Q32 What type of services should the City provide that are currently not being provided?

- 1 NONE / IT'S FINE / HAPPY WITH SERVICES PROVIDED NOW
- 2 **PROGRAMS FOR KIDS – More Activities / After-School / Affordable / Free**
- 3 **PROGRAMS FOR ADULTS – More Activities / Socialize / Concerts / Classes**
- 4 **PROGRAMS FOR SENIOR CITIZENS – Facilities / Affordable Housing / Discounts**
- 5 **AFFORDABLE SCHOOL / PRESCHOOL / CHILDCARE**
- 6 **OUTDOOR RECREATION – Bike Trails / Facilities / Animal Recreation / Public Pools / Gardens**
- 7 **ENVIRONMENTAL IMPROVEMENTS – Recycling / Water (Taste) / Parks / Keep City Clean**
- 8 **BETTER RESTAURANTS / STORES / DOWNTOWN**
- 9 **MORE COMMUNICATION – With City Issues / Safety Or Disaster Plans**
- 10 **POLICE ENFORCEMENT – Patrolling / Crime / Speeding (Ticketing) / Running Red Lights**
- 11 **ROADS – Maintenance / Crosswalks / Biker & Walker Safety / Bike Lanes**
- 12 **HOMELESS – Shelters / Assistance**
- 13 **BETTER TRANSPORTATION – Public Transit / Trains / School Buses**
- 14 **OTHER ASSISTANCE – Low Cost Housing / Family / Small Business**
- 97 OTHER [SPECIFY]
- 98 DON'T KNOW / CAN'T THINK OF ANYTHING [PROBE]
- 99 REFUSED

Q33 What other comments would you like to make regarding the services provided by the City of Sunnyvale?

- 1 NONE / NO COMMENTS
- 2 **CITY SERVICES ARE GOOD / WELL MANAGED / THEY DO A GOOD JOB**
- 3 **LIKE LIVING HERE / HAPPY HERE**
- 4 **POSITIVE COMMENT REGARDING POLICE / FIRE DEPARTMENT / SAFETY**
- 5 **NEED BETTER MAINTENANCE AND CLEANING – PARKS / STREETS**
- 6 **COMMENT REGARDING SENIOR CITIZENS / ELDERLY SERVICES / HANDICAPPED ACCESS**
- 7 **DOWNTOWN BUILDING / SHOPPING RENOVATIONS**
- 8 **POSITIVE COMMENT REGARDING CITY GROWTH / PLANNING / BUILDING**
- 9 **NEGATIVE COMMENT REGARDING CITY GROWTH / PLANNING / BUILDING**
- 10 **ECONOMY / JOBS / EXPENSIVE**
- 11 **OTHER – POSITIVE COMMENTS / SUGGESTIONS**
- 12 **OTHER – NEGATIVE COMMENT / SUGGESTIONS**
- 97 OTHER [SPECIFY]
- 98 DON'T KNOW / CAN'T THINK OF ANYTHING [PROBE]
- 99 REFUSED

DEMOGRAPHICS

Demo1 What is your age?

— [ENTER AGE]

99 REFUSED

Demo2 **[IF DEMO1 = 99]** Would that be...

1 Under 25

2 25 – 34

3 35 – 44

4 45 – 54

5 55 – 64

6 65 and older

9 DON'T KNOW / REFUSED

Demo3 What is your ethnic group?

1 White

2 Black or African American

3 Spanish / Hispanic / Latino

4 Asian Indian

5 Chinese

6 Filipino

7 Japanese

8 Korean

9 Vietnamese

10 OTHER [SPECIFY]

11 **ASIAN**

12 **AMERICAN**

13 **MULTI-RACIAL**

99 DON'T KNOW / REFUSED

Demo4 What is the total annual income of your household?

1 Less than \$25,000

2 \$25,000 to \$49,999

3 \$50,000 to \$99,999

4 \$100,000 to \$250,000

5 More than \$250,000

9 DON'T KNOW / REFUSED

THANK

THANK Thank you very much for your time. Have a good evening / afternoon.

[PRESS ANY KEY TO CONTINUE]

THANK1 Thank you for your time, today we are only speaking to individuals 18 years of age and older.

[PRESS ANY KEY TO CONTINUE]

THANK2 Thank you for your time, we have completed our quota of surveys with people in your area.

[PRESS ANY KEY TO CONTINUE]

THANK9 Thank you for your time, but we cannot continue without that information.

[PRESS ANY KEY TO CONTINUE]

City of Sunnyvale
2005 Resident Satisfaction Survey

Q1 - How long have you lived in the City of Sunnyvale?

BASE = ALL RESPONDENTS

	GENDER			AGE			HH INCOME			KIDS UNDER 18 IN HH		ETHNICITY			
	TOTAL	Male	Femle	18-34	35-54	55+	<\$50k	\$50- \$100k	\$100k plus	Yes	No	Cauc- asian	Asian	Spnish /Latno	Multi/ Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
TOTAL	408	210	198	157	153	95	93	130	131	142	266	235	118	38	17
TOTAL RESPONDING	408	210	198	157	153	95	93	130	131	142	266	235	118	38	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	408	198	210	83	170	152	97	121	128	130	278	278	85	29	16
Less than one year	63	39	23	48	12	1	15	22	17	11	51	23	28	9	2
	15%	19%	12%	30%	8%	1%	17%	17%	13%	8%	19%	10%	24%	24%	13%
				EF	F						J		L		
One year but less than two years	22	11	11	13	5	3	5	5	11	5	17	15	7	-	-
	5%	5%	6%	9%	4%	3%	5%	4%	8%	4%	6%	6%	6%		
Two years but less than five years	68	36	32	41	24	2	12	29	22	30	38	22	38	7	1
	17%	17%	16%	26%	16%	2%	12%	23%	17%	21%	14%	9%	32%	20%	4%
				F	F								LO		
Five years or more	256	124	131	55	112	88	61	73	80	94	161	175	45	21	14
	63%	59%	67%	35%	73%	93%	66%	56%	62%	67%	60%	74%	38%	56%	83%
					D	DE						M			M

Comparison Groups: BC/DEF/GHI/JK/LMNO
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. July 2005