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The City of Sunnyvale, California

Report of Geographic Subgroup
Comparisons
2007



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SURVEY BACKGROUND

About The National Citizen Survey™

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

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

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

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Sunnyvale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Sunnyvale staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Sunnyvale chose was to have crosstabulations of evaluative questions 1-16c by geographic areas, as defined by question 16d.

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

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

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the question about respondents’ perceptions about the economy.

The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (340 completed surveys). For each District (1, 2, 3, 4, 5 or 6), the margin of error rises to approximately + or - 20% since the smallest sample size is 23 (for District 6). City of Sunnyvale staff determined the Districts to be divided in the following way:

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

COMPARISONS

Quality of Life Ratings

Please circle the number that comes closest to your opinion for each of the following questions:	District					
	1	2	3	4	5	6
How do you rate Sunnyvale as a place to live?	77	77	75	79	82	75
How do you rate your neighborhood as a place to live?	68	65	66	67	77	68
How do you rate Sunnyvale as a place to raise children?	78	66	63	72	74	70
How do you rate Sunnyvale as a place to work?	71	79	69	69	62	62
How do you rate Sunnyvale as a place to retire?	51	54	50	51	52	48
How do you rate the overall quality of life in Sunnyvale?	69	69	62	72	73	67
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Characteristics of the Community

Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	District					
	1	2	3	4	5	6
Sense of community	64	54	54	55	60	51
Openness and acceptance	72	67	65	73	74	68
Overall appearance of Sunnyvale	64	59	58	63	63	63
Access to affordable quality housing	35	33	24	24	35	32
Access to affordable quality child care	43	38	27	29	43	37
Ease of bicycle travel in Sunnyvale	47	44	46	48	61	53
Ease of walking in Sunnyvale	63	51	58	57	67	62
Overall image/reputation of Sunnyvale	63	66	62	66	68	65
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Ratings of Growth

Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:	District					
	1	2	3	4	5	6
Population growth	45%	50%	52%	54%	44%	48%
Retail growth (stores, restaurants etc.)	61%	41%	42%	49%	49%	47%
Jobs growth	43%	39%	51%	47%	59%	41%
Housing growth	47%	29%	28%	31%	34%	60%
Proportion of respondents rating as "About right"						

Ratings of Potential Problems in Sunnyvale

To what degree, if at all, are the following in Sunnyvale:	District					
	1	2	3	4	5	6
Crime	70	63	61	64	71	66
Drugs	72	69	49	64	69	70
Graffiti	72	76	78	72	77	77
Noise	60	61	54	65	63	63
Traffic congestion	50	49	49	46	55	54
Unsupervised youth	63	63	54	60	70	66
Code enforcement issues e.g. junk, debris and outside storage on residential property	67	55	62	62	65	67
Average rating on a 100-point scale (100=Not a problem, 0=Major problem)						

Ratings of Safety from Various Problems

Please rate how safe you feel from the following occurring to you in Sunnyvale:	District					
	1	2	3	4	5	6
Violent crime	77	80	83	85	85	77
Property crimes	75	66	62	68	79	67
Fire	82	83	73	85	82	77
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)						

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	District					
	1	2	3	4	5	6
In your neighborhood during the day	91	90	93	92	94	90
In your neighborhood after dark	79	70	74	80	81	84
In Sunnyvale's downtown area during the day	91	91	93	90	90	87
In Sunnyvale's downtown area after dark	69	72	76	72	65	70
In Sunnyvale's parks during the day	88	88	94	91	90	92
In Sunnyvale's parks after dark	63	53	60	64	62	62
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)						

Crime Victimization and Reporting

	District					
	1	2	3	4	5	6
During the past twelve months, were you or anyone in your household the victim of any crime?	6%	8%	6%	5%	3%	4%
If yes, was this crime (these crimes) reported to the police?	100%	80%	35%	100%	100%	100%
Percent of respondents whose households were victims of crime, and who reported the crime						

Use of Community Amenities						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	District					
	1	2	3	4	5	6
Used Sunnyvale Public Library or its services	83%	70%	64%	82%	75%	75%
Used Sunnyvale recreation centers	47%	42%	35%	42%	42%	64%
Participated in an arts or recreation program or activity	31%	46%	34%	28%	40%	49%
Visited a neighborhood or City park	94%	83%	94%	97%	85%	98%
Attended a meeting of local elected officials or other local public meeting	15%	11%	9%	19%	12%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	34%	19%	19%	27%	24%	28%
Volunteered your time to some group/activity in Sunnyvale	20%	27%	23%	15%	28%	36%
Read Sunnyvale Quarterly Report	74%	76%	80%	82%	75%	74%
Used the Internet for anything	78%	88%	87%	85%	86%	80%
Used the Internet to conduct business with Sunnyvale	31%	44%	41%	29%	39%	55%
Purchased an item over the Internet	80%	81%	93%	81%	77%	91%
Visited downtown Sunnyvale for shopping, dining or entertainment	98%	99%	99%	100%	89%	94%
Proportion of respondents engaging in activity at least once in last 12 months						

Quality of Service Ratings						
How do you rate the quality of each of the following services?	District					
	1	2	3	4	5	6
Police services	81	79	73	74	76	79
Fire services	84	87	74	78	81	84
Ambulance/emergency medical services	77	80	72	78	77	81
Traffic enforcement	62	65	54	64	67	65
Garbage collection	67	75	69	74	73	66
Recycling	68	70	66	67	69	65
Street repair	58	53	52	58	54	56
Street cleaning	62	55	53	52	56	62
Street lighting	71	56	54	56	63	68
Traffic signal timing/reliability	64	58	55	57	55	64
Storm drainage	66	66	62	56	65	67
Drinking water	60	62	58	58	56	68
Sewer services	67	67	64	61	65	69
City parks	69	72	72	76	77	79
Recreation programs or classes	60	62	59	67	66	75
Range/variety of recreation programs and classes	56	57	55	67	64	68
Recreation centers/facilities	62	62	59	69	70	66
Appearance/maintenance of parks	67	71	68	75	72	70
Code enforcement (weeds, abandoned buildings, etc)	56	52	53	59	53	59
Animal control	70	64	66	65	62	60
Public library services	77	78	73	76	75	75
Variety of library materials	73	75	68	70	68	76

Quality of Service Ratings

How do you rate the quality of each of the following services?	District					
	1	2	3	4	5	6
Public information services	65	60	63	61	61	70
Cable television	58	53	45	39	55	61
Roadside, median and landscape services	63	53	55	58	58	64
City's Web site	64	64	61	53	63	62
Emergency dispatch services	74	76	71	63	65	70
Arts programs or classes	53	66	64	69	61	65
Range/variety of arts programs or classes	57	67	63	69	59	63
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	District					
	1	2	3	4	5	6
The City of Sunnyvale	74	66	63	69	69	71
The Federal Government	52	41	31	43	41	45
The State Government	54	48	40	48	52	51
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Proportion of Population Having Contact with City Employees

	District					
	1	2	3	4	5	6
Have you had any in-person or phone contact with an employee of the City of Sunnyvale within the last 12 months?	39%	34%	39%	54%	43%	25%
Percent of respondents who reported contact with a City employee in the last 12 months						

Ratings of Contact with City Employees

What was your impression of employees of the City of Sunnyvale in your most recent contact?	District					
	1	2	3	4	5	6
Knowledge	71	73	76	63	78	79
Responsiveness	72	57	75	61	79	78
Courtesy	75	66	77	68	84	83
Overall Impression	77	65	79	65	79	81
Average rating on a 100-point scale (100=Excellent, 0=Poor)						

Ratings of Public Trust

Please rate the following statements:	District					
	1	2	3	4	5	6
I receive good value for the City of Sunnyvale taxes I pay	72	68	68	70	74	74
I am pleased with the overall direction that the City of Sunnyvale is taking	66	68	63	68	67	75
The City of Sunnyvale government welcomes citizen involvement	72	71	68	74	73	75
The City of Sunnyvale government listens to citizens	65	62	65	63	65	64
I am confident my tax dollars are being spent wisely by the City of Sunnyvale	64	65	63	67	65	71
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)						

Perceptions of the Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	District					
	1	2	3	4	5	6
Very positive	2%	5%	7%	4%	7%	2%
Somewhat positive	30%	37%	26%	21%	22%	29%
Neutral	50%	45%	40%	60%	53%	58%
Somewhat negative	15%	12%	23%	7%	19%	4%
Very negative	3%	2%	4%	8%	0%	7%
Total	100%	100%	100%	100%	100%	100%

	Policy Question #1					
	District					
	1	2	3	4	5	6
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	63%	69%	58%	60%	52%	78%
Percent of respondents rating "Somewhat" or "Strongly agree"						

	Policy Question #2					
	District					
	1	2	3	4	5	6
Please rate the safety of road conditions in the City of Sunnyvale	86%	80%	89%	85%	91%	89%
Percent of respondents rating "Somewhat" or "Very safe"						

	Policy Question #3					
	District					
	1	2	3	4	5	6
Library building	81%	73%	63%	73%	77%	71%
Community theatre	37%	37%	33%	39%	27%	44%
Senior center	37%	38%	30%	26%	32%	39%
Indoor sports center	25%	34%	20%	26%	21%	37%
Creative arts center	34%	23%	22%	25%	20%	26%
Percent of respondents rating "Somewhat" or "Very satisfied"						