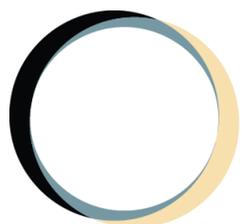


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Sunnyvale, CA

Trends over Time

2015



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2015 ratings for the City of Sunnyvale to its previous survey results in 2013, 2011, 2009, 2008 and 2007. Additional reports and technical appendices are available under separate cover.

Trend data for Sunnyvale represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2013 and 2015 surveys, otherwise the comparison between 2013 and 2015 are noted as being "similar." It is important to remember that differences of eight percentage points or less are not statistically significant, and due to the margin of error there may not be a "real" difference in opinion between years. Additionally, benchmark comparisons for all survey years are presented for reference. Sunnyvale's results are noted as being "higher" or "lower" than the benchmark when the average rating given by Sunnyvale residents is at least 10% greater or lesser than the benchmark. In instances where ratings are at least 20% higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much higher" or "much lower". Differences of less than plus or minus 10% are noted as being "similar" to the benchmark. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Sunnyvale for 2015 generally remained stable. Of the 72 items for which comparisons were available, 43 items were rated similarly in 2013 and 2015, 26 items showed a decrease in ratings and three showed an increase in ratings. Notable trends over time included the following:

- Ratings for aspects of Community Characteristics in 2015 were generally similar to 2013 ratings. One aspect, child care/preschool, was rated higher in 2015. Ten ratings, including overall natural environment, business and services, recreational opportunities and opportunities to participate in community matters, were given a lower rating in 2015 compared to 2013.
- In the pillar of Governance, around half of the aspects rated in 2015 were similar to 2013 and around half were lower. Those that were rated lower included emergency preparedness, animal control, traffic enforcement, traffic signal timing, recreation centers and customer service.
- Most rates of Participation in 2015 were similar to rates reported in 2013. Two aspects (not being under housing cost stress and believing that the economy will have a positive impact on income) had higher rates of participation than reported in other communities. Two aspects had lower rates of participation in 2015 than in 2013: whether the respondent had used Sunnyvale public libraries and the sense of community.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
	2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Overall quality of life	85%	86%	82%	86%	85%	78%	Similar	Higher	Much higher	Similar	Higher	Similar	Similar
Overall image	79%	80%	71%	79%	84%	72%	Lower	Much higher	Much higher	Similar	Higher	Much higher	Similar
Place to live	93%	92%	87%	92%	94%	90%	Similar	Much higher	Much higher	Higher	Much higher	Higher	Similar
Neighborhood	84%	78%	81%	83%	82%	81%	Similar	Similar	Similar	Similar	Higher	Similar	Similar
Place to raise children	81%	77%	81%	82%	86%	77%	Lower	Higher	Higher	Similar	Higher	Higher	Similar
Place to retire	61%	61%	55%	53%	54%	43%	Lower	Higher	Similar	Much lower	Lower	Lower	Lower
Overall appearance	72%	77%	72%	74%	81%	73%	Similar	Higher	Much higher	Higher	Higher	Higher	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2015 rating compared to 2013	Comparison to benchmark					
		2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Safety	Overall feeling of safety	NA	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	NA	Similar
	Safe in neighborhood	96%	96%	92%	96%	94%	93%	Similar	Much higher	Higher	Similar	Higher	Similar	Similar
	Safe downtown/commercial area	95%	94%	87%	92%	93%	91%	Similar	Much higher	Higher	Higher	Higher	Higher	Similar
	Overall ease of travel	NA	NA	NA	NA	NA	71%	NA	NA	NA	NA	NA	NA	Similar
	Paths and walking trails	NA	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	NA	Similar
	Ease of walking	NA	67%	64%	70%	72%	66%	Similar	NA	Much higher	Similar	Much higher	Much higher	Similar
	Travel by bicycle	NA	59%	59%	62%	58%	53%	Similar	NA	Much higher	Much higher	Much higher	Higher	Similar
	Travel by public transportation	NA	NA	NA	NA	NA	36%	NA	NA	NA	NA	NA	NA	Similar
Mobility	Travel by car	NA	NA	NA	NA	69%	72%	Similar	NA	NA	NA	NA	Much higher	Similar
	Public parking	NA	NA	NA	NA	NA	67%	NA	NA	NA	NA	NA	NA	Similar
	Traffic flow	NA	NA	NA	NA	56%	51%	Similar	NA	NA	NA	NA	Higher	Similar
Natural Environment	Overall natural environment	NA	NA	NA	NA	77%	62%	Lower	NA	NA	NA	NA	Similar	Similar
	Cleanliness	NA	NA	NA	NA	85%	78%	Similar	NA	NA	NA	NA	Higher	Similar
	Air quality	NA	NA	NA	NA	74%	67%	Similar	NA	NA	NA	NA	Similar	Similar
Built Environment	Overall built environment	NA	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	NA	Similar
	New development in Sunnysvale	NA	NA	NA	NA	NA	45%	NA	NA	NA	NA	NA	NA	Similar
	Affordable quality housing	23%	23%	22%	24%	18%	13%	Similar	Much lower	Much lower	Much lower	Much lower	Much lower	Much lower
	Housing options	NA	NA	NA	NA	NA	41%	NA	NA	NA	NA	NA	NA	Lower

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)					2015 rating compared to 2013	Comparison to benchmark							
		2007	2008	2009	2011	2013		2015	2007	2008	2009	2011	2013	2015	
Economy	Public places	NA	NA	NA	NA	NA	55%	NA	NA	NA	NA	NA	NA	Similar	
	Overall economic health	NA	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	NA	Similar	
	Vibrant downtown/commercial area	NA	NA	NA	NA	NA	35%	NA	NA	NA	NA	NA	NA	Similar	
	Business and services	NA	NA	NA	NA	72%	58%	Lower	NA	NA	NA	NA	Higher	Similar	
	Cost of living	NA	NA	NA	NA	NA	18%	NA	NA	NA	NA	NA	NA	Lower	
	Shopping opportunities	NA	NA	NA	NA	NA	53%	NA	NA	NA	NA	NA	NA	Similar	
	Employment opportunities	NA	NA	NA	NA	67%	64%	Similar	NA	NA	NA	NA	Much higher	Much higher	
	Place to visit	NA	NA	NA	NA	NA	41%	NA	NA	NA	NA	NA	NA	Lower	
	Place to work	84%	87%	81%	85%	86%	80%	Similar	Much higher	Higher					
Recreation and Wellness	Health and wellness	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Similar	
	Mental health care	NA	NA	NA	NA	NA	47%	NA	NA	NA	NA	NA	NA	Similar	
	Preventive health services	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Similar	
	Health care	NA	NA	NA	NA	57%	63%	Similar	NA	NA	NA	NA	Similar	Similar	
	Food	NA	NA	NA	NA	NA	70%	NA	NA	NA	NA	NA	NA	Similar	
	Recreational opportunities	NA	NA	NA	NA	64%	53%	Lower	NA	NA	NA	NA	Similar	Similar	
Education and Enrichment	Fitness opportunities	NA	NA	NA	NA	NA	59%	NA	NA	NA	NA	NA	NA	Similar	
	Religious or spiritual events and activities	NA	NA	NA	NA	NA	71%	NA	NA	NA	NA	NA	NA	Similar	
	Cultural/arts/music activities	NA	NA	NA	NA	NA	50%	NA	NA	NA	NA	NA	NA	Similar	
	Adult education	NA	NA	NA	NA	NA	63%	NA	NA	NA	NA	NA	NA	Similar	
	K-12 education	79%	68%	61%	67%	80%	68%	Lower	Much higher	Similar	Lower	Similar	Higher	Similar	
	Child care/preschool	31%	32%	31%	40%	35%	51%	Higher	Much lower	Similar	Lower	Similar	Lower	Similar	
Community Engagement	Social events and activities	NA	NA	NA	NA	NA	45%	NA	NA	NA	NA	NA	NA	Similar	
	Neighborliness	NA	NA	NA	NA	NA	57%	NA	NA	NA	NA	NA	NA	Similar	
	Openness and acceptance	85%	82%	80%	83%	83%	70%	Lower	Much higher	Similar					
	Opportunities to participate in community matters	NA	NA	NA	NA	76%	54%	Lower	NA	NA	NA	NA	NA	Much higher	Similar
	Opportunities to volunteer	NA	NA	NA	NA	78%	61%	Lower	NA	NA	NA	NA	NA	Similar	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
	2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Services provided by Sunnysvale	82%	85%	83%	85%	86%	78%	Lower	Much higher	Much higher	Much higher	Much higher	Higher	Similar
Customer service	79%	76%	75%	81%	88%	73%	Lower	Much higher	Higher	Similar	Higher	Much higher	Similar
Value of services for taxes paid	70%	66%	65%	64%	66%	61%	Similar	Much higher	Higher	Much higher	Much higher	Much higher	Similar
Overall direction	65%	66%	59%	69%	70%	60%	Lower	Much higher	Higher	Similar	Much higher	Much higher	Similar
Welcoming citizen involvement	70%	56%	58%	58%	63%	55%	Similar	Much higher	Similar	Similar	Higher	Higher	Similar
Confidence in City government	NA	NA	NA	NA	NA	57%	NA	NA	NA	NA	NA	NA	Similar
Acting in the best interest of Sunnysvale	NA	NA	NA	NA	NA	57%	NA	NA	NA	NA	NA	NA	Similar
Being honest	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Similar
Services provided by the Federal Government	36%	43%	42%	46%	46%	47%	Similar	Similar	Similar	Similar	Higher	Higher	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
		2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Safety	Police	75%	87%	83%	88%	89%	86%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Similar
	Fire	63%	93%	95%	93%	95%	91%	Similar	Similar	Higher	Higher	Similar	Higher	Similar
	Ambulance/EMS	70%	89%	89%	95%	90%	90%	Similar	Much higher	Higher	Similar	Higher	Higher	Similar
	Crime prevention	NA	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	NA	Similar
	Fire prevention	NA	NA	NA	NA	NA	75%	NA	NA	NA	NA	NA	NA	Similar
	Animal control	75%	71%	71%	71%	78%	69%	Lower	Much higher	Much higher	Much higher	Much higher	Much higher	Similar
	Emergency preparedness	NA	NA	NA	NA	76%	58%	Lower	NA	NA	NA	NA	Higher	Similar
Mobility	Traffic enforcement	NA	72%	70%	75%	74%	64%	Lower	NA	Much higher	Higher	Much higher	Higher	Similar
	Street repair	NA	58%	58%	59%	54%	55%	Similar	NA	Much higher	Much higher	Much higher	Higher	Similar
	Street cleaning	NA	68%	65%	72%	77%	67%	Lower	NA	Higher	Higher	Much higher	Much higher	Similar

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		Percent rating positively (e.g., excellent/good)						2015 rating compared to 2013	Comparison to benchmark					
		2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
	Street lighting	NA	74%	68%	76%	71%	62%	Lower	NA	Much higher	Higher	Much higher	Higher	Similar
	Sidewalk maintenance	63%	NA	NA	NA	62%	56%	Similar	Much higher	NA	NA	NA	Higher	Similar
	Traffic signal timing	49%	61%	58%	62%	NA	47%	Lower	NA	Much higher	Much higher	Much higher	NA	Similar
	Bus or transit services	NA	NA	NA	NA	NA	43%	NA	NA	NA	NA	NA	NA	Similar
Natural Environment	Garbage collection	NA	82%	82%	84%	87%	84%	Similar	NA	Higher	Similar	Similar	Similar	Similar
	Recycling	NA	76%	76%	77%	84%	77%	Similar	NA	Higher	Higher	Higher	Higher	Similar
	Yard waste pick-up	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	Drinking water	NA	69%	65%	75%	75%	74%	Similar	NA	Higher	Similar	Much higher	Similar	Similar
	Natural areas preservation	NA	NA	NA	NA	NA	44%	NA	NA	NA	NA	NA	NA	Lower
	Open space	NA	NA	NA	NA	NA	47%	NA	NA	NA	NA	NA	NA	Similar
	Storm drainage	NA	79%	75%	77%	NA	69%	Lower	NA	Much higher	Much higher	Much higher	NA	Similar
	Sewer services	NA	82%	78%	82%	82%	84%	Similar	NA	Much higher	Higher	Much higher	Higher	Similar
	Power utility	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Similar
Built Environment	Utility billing	NA	NA	NA	NA	NA	70%	NA	NA	NA	NA	NA	NA	Similar
	Land use, planning and zoning	NA	NA	NA	NA	56%	53%	Similar	NA	NA	NA	NA	Higher	Similar
	Code enforcement	63%	64%	NA	NA	58%	64%	Similar	Much lower	Much higher	NA	NA	Higher	Similar
	Cable television	58%	52%	53%	62%	NA	53%	Lower	Similar	Similar	Similar	Higher	NA	Similar
	Economic development	NA	NA	NA	NA	NA	67%	NA	NA	NA	NA	NA	NA	Higher
Recreation and Wellness	City parks	88%	85%	81%	88%	87%	82%	Similar	Much higher	Much higher	Higher	Similar	Higher	Similar
	Recreation programs	64%	80%	79%	84%	89%	70%	Lower	Higher	Much higher	Higher	Much higher	Much higher	Similar
	Recreation centers	76%	78%	79%	84%	86%	69%	Lower	Much higher	Much higher	Higher	Much higher	Much higher	Similar
	Health services	NA	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Special events	NA	NA	NA	NA	NA	57%	NA	NA	NA	NA	NA	NA	Similar
	Public libraries	87%	90%	80%	86%	89%	86%	Similar	Much higher	Much higher	Similar	Higher	Higher	Similar
Community Engagement	Public information	72%	78%	67%	77%	78%	69%	Lower	Much higher	Much higher	Higher	Much higher	Much higher	Similar

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Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
	2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Sense of community	72%	62%	58%	67%	71%	51%	Lower	Similar	Similar	Similar	Similar	Similar	Similar
Recommend Sunnyvale	NA	93%	92%	95%	93%	91%	Similar	NA	Much higher	Higher	Much higher	Higher	Similar
Remain in Sunnyvale	NA	82%	82%	83%	84%	81%	Similar	NA	Similar	Similar	Similar	Similar	Similar
Contacted Sunnyvale employees	39%	44%	41%	36%	45%	39%	Similar	NA	Much lower	Much lower	Much lower	Lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
		2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	NA	41%	NA	NA	NA	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	92%	92%	91%	95%	88%	89%	Similar	NA	Higher	Higher	Much higher	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	NA	40%	NA	NA	NA	NA	NA	NA	Higher
	Carpooled instead of driving alone	NA	NA	NA	NA	NA	52%	NA	NA	NA	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	NA	NA	NA	72%	NA	NA	NA	NA	NA	NA	Higher
Natural Environment	Conserved water	NA	NA	NA	NA	NA	97%	NA	NA	NA	NA	NA	NA	Higher
	Made home more energy efficient	NA	NA	NA	NA	NA	77%	NA	NA	NA	NA	NA	NA	Similar
	Recycled at home	NA	NA	NA	NA	93%	92%	Similar	NA	NA	NA	NA	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	NA	67%	NA	NA	NA	NA	NA	NA	Higher
	NOT under housing cost stress	NA	NA	63%	57%	57%	69%	Higher	NA	NA	Similar	Much lower	Much lower	Similar
Economy	Purchased goods or services in Sunnyvale	NA	NA	NA	NA	NA	94%	NA	NA	NA	NA	NA	NA	Similar
	Economy will have positive impact on income	33%	15%	13%	26%	34%	44%	Higher	NA	Much lower	Lower	Much higher	Much higher	Higher
	Work in Sunnyvale	NA	NA	NA	NA	NA	30%	NA	NA	NA	NA	NA	NA	Lower
Recreation and Wellness	Used Sunnyvale recreation centers	41%	52%	55%	52%	55%	49%	Similar	NA	Similar	Similar	Lower	Similar	Similar
	Visited a City park	90%	89%	87%	86%	88%	86%	Similar	NA	Higher	Similar	Similar	Similar	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
		2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	NA	59%	NA	NA	NA	NA	NA	NA	Similar
Education and Enrichment	Used Sunnyvale public libraries	73%	70%	78%	69%	71%	62%	Lower	NA	Similar	Higher	Similar	Similar	Similar
	Participated in religious or spiritual activities	NA	NA	NA	NA	NA	36%	NA	NA	NA	NA	NA	NA	Lower
	Attended a City-sponsored event	NA	NA	NA	NA	NA	29%	NA	NA	NA	NA	NA	NA	Much lower
Community Engagement	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	NA	12%	NA	NA	NA	NA	NA	NA	Lower
	Contacted Sunnyvale elected officials	NA	NA	NA	NA	NA	12%	NA	NA	NA	NA	NA	NA	Similar
	Volunteered	25%	22%	29%	28%	30%	24%	Similar	NA	Much lower	Much lower	Much lower	Much lower	Lower
	Participated in a club	NA	NA	NA	NA	NA	15%	NA	NA	NA	NA	NA	NA	Lower
	Talked to or visited with neighbors	NA	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	NA	NA	NA	70%	NA	NA	NA	NA	NA	NA	Lower
	Attended a local public meeting	13%	14%	17%	14%	14%	14%	Similar	NA	Much lower	Much lower	Much lower	Much lower	Similar
	Watched a local public meeting	24%	27%	31%	18%	NA	13%	Similar	NA	Much lower	Much lower	Much lower	NA	Lower
	Read or watched local news	NA	NA	NA	NA	NA	77%	NA	NA	NA	NA	NA	NA	Similar
	Voted in local elections	54%	NA	62%	57%	65%	61%	Similar	NA	NA	Much lower	Much lower	Much lower	Lower

Table 7: Custom Line Items for Question 7

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2015 rating compared to 2013	Comparison to benchmark					
	2007	2008	2009	2011	2013	2015		2007	2008	2009	2011	2013	2015
Read Sunnyvale newsletter	76%	87%	84%	84%	81%	74%	Similar	NA	NA	NA	NA	NA	NA
Visited Sunnyvale website	NA	NA	NA	NA	68%	57%	Lower	NA	NA	NA	NA	NA	NA