



**CITY OF SUNNYVALE, CA
2011**



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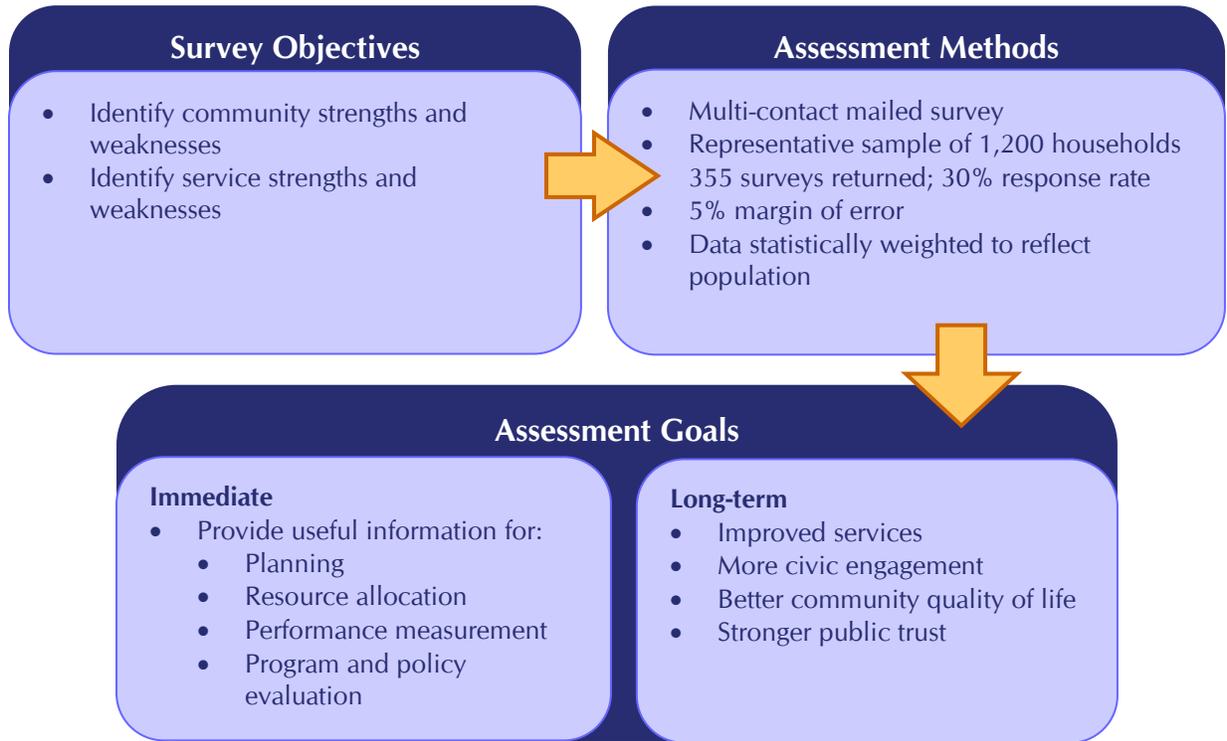
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SURVEY BACKGROUND

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 355 completed surveys were obtained, providing an overall response rate of 30%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Sunnyvale was developed in close cooperation with local jurisdiction staff. Sunnyvale staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Sunnyvale staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Sunnyvale Survey (355 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Sunnyvale, but from City of Sunnyvale services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Sunnyvale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Sunnyvale survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Sunnyvale results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Sunnyvale's rating to the benchmark.

“Don’t Know” Responses and Rounding

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Sunnyvale survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Sunnyvale and believed the City was a good place to live. The overall quality of life in the City of Sunnyvale was rated as “excellent” or “good” by 86% of respondents. A majority reported they plan on staying in the City of Sunnyvale for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the openness and acceptance of the community towards people of diverse backgrounds and the overall image or reputation of Sunnyvale. The two characteristics receiving the least positive ratings were the availability of affordable quality child care and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the eight characteristics for which comparisons were available, five were above the national benchmark comparison, two were similar to the national benchmark comparison and one was below.

Residents in the City of Sunnyvale were somewhat civically engaged. While only 14% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 84% had read the Sunnyvale newsletter. Less than half had volunteered their time to some group or activity in the City of Sunnyvale, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Sunnyvale as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Sunnyvale in the previous 12 months gave high marks to those employees. About eight in ten rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 21 services for which comparisons were available, 17 were above the benchmark comparison, four were similar to the benchmark comparison and none were below.

A Key Driver Analysis was conducted for the City of Sunnyvale which examined the relationships between ratings of each service and ratings of the City of Sunnyvale's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Sunnyvale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Sewer services
- City parks
- Garbage collection
- Police services

Of these services, those deserving the most attention may be those that were similar to the benchmark comparisons: city parks and garbage collection. For sewer services and police services, the City of Sunnyvale was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Most of the City of Sunnyvale’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Ratings had remained stable when compared over time.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

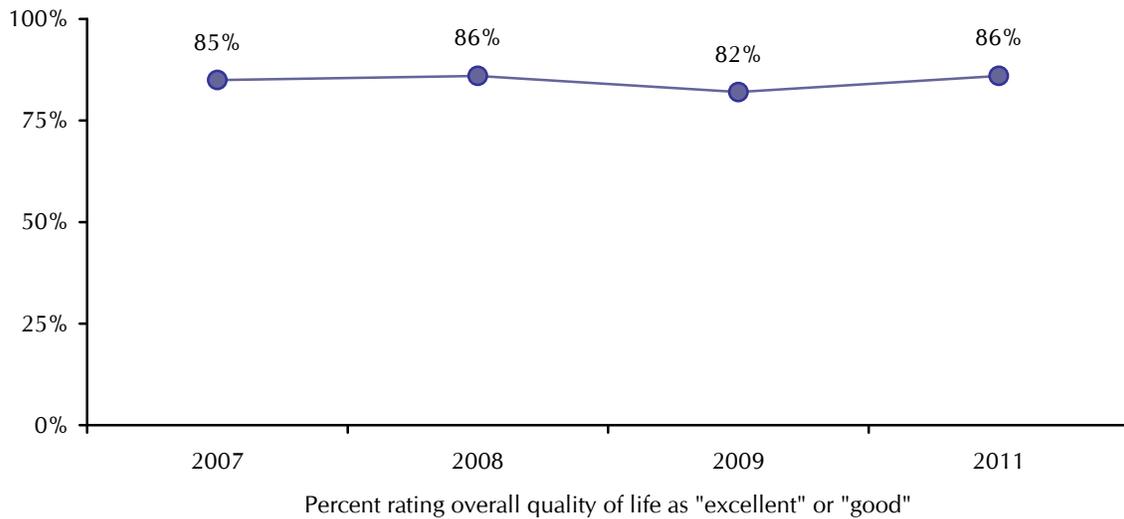


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2011	2009	2008	2007	2005	2003	2002
The overall quality of life in Sunnyvale	86%	82%	86%	85%	NA	NA	NA
Your neighborhood as a place to live	83%	81%	78%	84%	NA	NA	NA
Sunnyvale as a place to live	92%	87%	92%	93%	94%	94%	95%
Percent "excellent" or "good"							

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Remain in Sunnyvale for the next five years	83%	82%	82%	NA	NA	NA	NA
Recommend living in Sunnyvale to someone who asks	95%	92%	93%	NA	NA	NA	NA

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of two aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” These ratings were much higher than the benchmark comparison. The rating for ease of bicycle travel in Sunnyvale improved from 2007.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Ease of bicycle travel in Sunnyvale	62%	59%	59%	51%	NA	NA	NA
Ease of walking in Sunnyvale	70%	64%	67%	68%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of bicycle travel in Sunnyvale	Much above
Ease of walking in Sunnyvale	Much above

Four transportation services were rated in Sunnyvale. As compared to most communities across America, ratings were very favorable. All four services were much was above the benchmark. The ratings for street cleaning and street lighting had increased over time.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Street repair	59%	58%	58%	60%	78%	76%	79%
Street cleaning	72%	65%	68%	63%	NA	NA	NA
Street lighting	76%	68%	74%	70%	87%	91%	85%
Traffic signal timing	62%	58%	61%	63%	82%	83%	79%

Percent "excellent" or "good"

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Traffic signal timing	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 7% of work commute trips were made by transit, 2% by bicycle and 3% by foot.

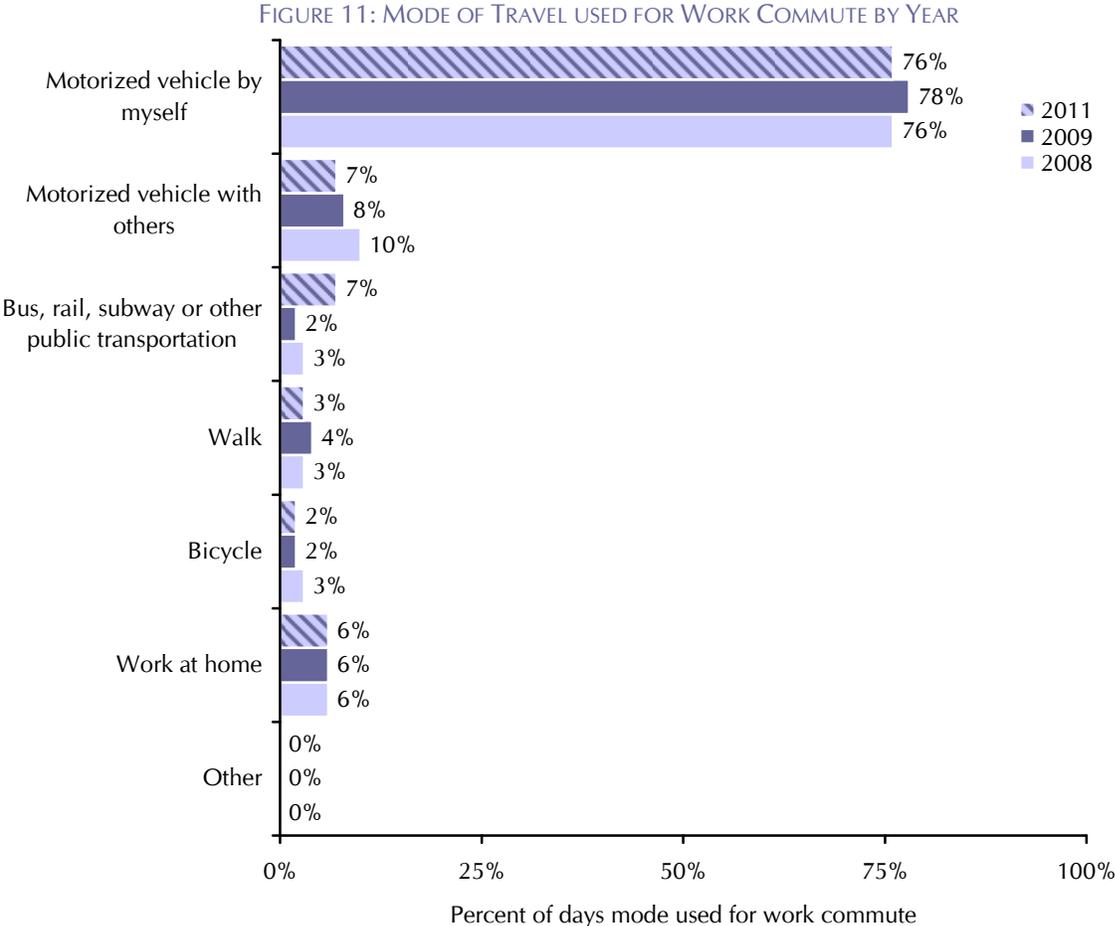


FIGURE 12: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Similar

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The availability of affordable housing was rated as “excellent” or “good” by 24% of respondents. The rating of perceived affordable housing availability was much worse in the City of Sunnyvale than the ratings, on average, in comparison jurisdictions. This rating was similar to years past.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Availability of affordable quality housing	24%	22%	23%	23%	NA	NA	NA
Percent "excellent" or "good"							

FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below

To augment the perceptions of affordable housing in Sunnyvale, the cost of housing as reported in the survey was compared to residents’ reported monthly income to create a rough estimate of the proportion of residents of the City of Sunnyvale experiencing housing cost stress. About 57% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Housing costs LESS than 30% of income	57%	63%	56%	NA	NA	NA	NA
Percent of respondents							

FIGURE 16: HOUSING COSTS BENCHMARKS

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

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the appearance of the City of Sunnyvale and the speed of population growth.

The overall appearance of Sunnyvale was rated as "excellent" or "good" by 74% of respondents and was higher than the benchmark. The service of animal control was rated much above the benchmark.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Overall appearance of Sunnyvale	74%	72%	77%	72%	NA	NA	NA
Percent "excellent" or "good"							

FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Overall appearance of Sunnyvale	Above

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

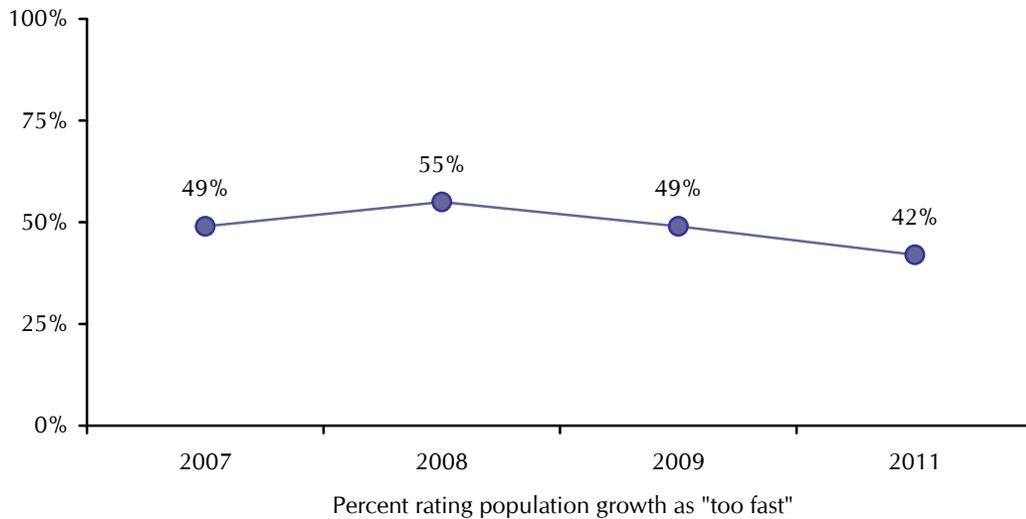


FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Similar

FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Animal control	71%	71%	71%	75%	78%	74%	NA

Percent "excellent" or "good"

FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Animal control	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Eighty-five percent of respondents rated Sunnyvale as a place to work as "excellent" or "good". This rating was consistent when compared with past survey years.

FIGURE 23: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Sunnyvale as a place to work	85%	81%	87%	84%	NA	NA	NA
Percent "excellent" or "good"							

FIGURE 24: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Sunnyvale as a place to work	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Sunnyvale, 66% responded that it was "too slow," while 38% reported retail growth as "too slow." About the same number of residents in Sunnyvale compared to other jurisdictions believed that retail growth was too slow. The proportions of residents who believed that jobs growth was too slow was much less than other communities.

FIGURE 25: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Jobs growth (too slow)	66%	74%	40%	47%	NA	NA	NA
Retail growth (too slow)	38%	43%	56%	46%	NA	NA	NA
Percent of respondents of growth							

FIGURE 26: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Similar
Jobs growth seen as too slow	Much less

Residents were asked to reflect on their economic prospects in the near term. Twenty-six percent of the City of Sunnyvale residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much more than comparison jurisdictions.

FIGURE 27: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

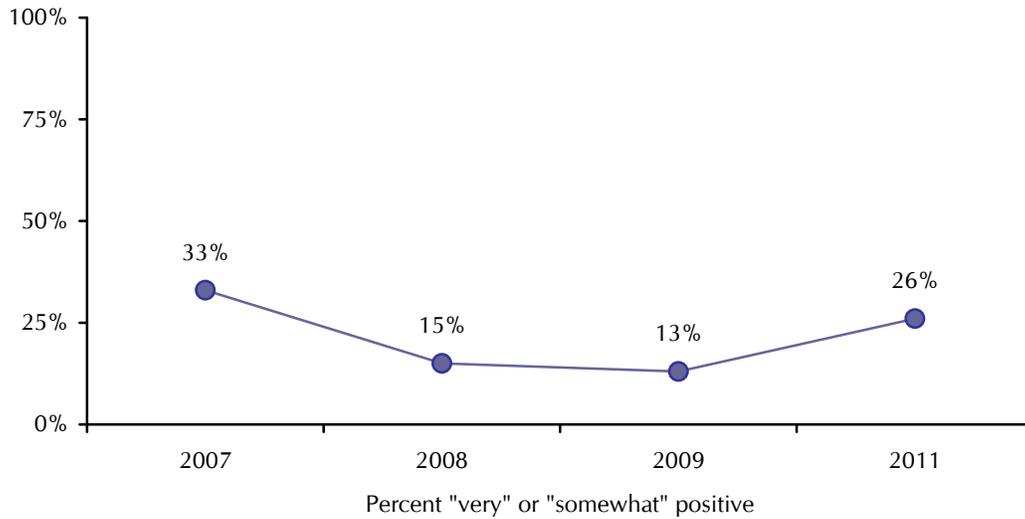


FIGURE 28: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Sunnyvale. About 88% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 78% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 29: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Safety in your neighborhood during the day	96%	92%	96%	96%	100%	99%	100%
Safety in your neighborhood after dark	79%	77%	80%	83%	94%	92%	95%
Safety in Sunnyvale's downtown area during the day	92%	87%	94%	95%	99%	99%	100%
Safety in Sunnyvale's downtown area after dark	66%	67%	68%	68%	91%	87%	84%
Safety from violent crime	88%	85%	87%	88%	NA	NA	NA
Safety from property crimes	74%	73%	75%	69%	NA	NA	NA
Safety from environmental hazards	78%	72%	79%	NA	NA	NA	NA

Percent "very" or "somewhat" safe

FIGURE 30: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Above
In your neighborhood after dark	Above
In Sunnyvale's downtown area during the day	Above
In Sunnyvale's downtown area after dark	Above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 5% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 77% had reported it to police. Compared to other jurisdictions the proportion of those who had been the victim of a crime in the 12 months preceding the survey was much less and about the same percent of Sunnyvale residents had reported their most recent crime victimization to the police.

FIGURE 31: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2011	2009	2008	2007	2005	2003	2002
During the past twelve months, were you or anyone in your household the victim of any crime?	5%	9%	8%	8%	NA	NA	NA
If yes, was this crime (these crimes) reported to the police?	77%	74%	77%	77%	NA	NA	NA
Percent "yes"							

FIGURE 32: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Similar

Residents rated four City public safety services; of these, three were rated above the benchmark comparison and one was rated similar to the benchmark comparison. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement received the lowest ratings. All were rated similarly compared to previous years.

FIGURE 33: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Police services	88%	83%	87%	89%	91%	90%	93%
Fire services	93%	95%	93%	94%	94%	92%	95%
Ambulance or emergency medical services	95%	89%	89%	90%	93%	89%	85%
Traffic enforcement	75%	70%	72%	73%	80%	70%	68%
Percent "excellent" or "good"							

FIGURE 34: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Similar
Ambulance or emergency medical services	Above
Traffic enforcement	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Of the five utility services rated by those completing the questionnaire, four were higher than the benchmark comparison and one was similar to the benchmark comparison. The rating for drinking water improved over time.

FIGURE 35: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Sewer services	82%	78%	82%	78%	85%	NA	NA
Drinking water	75%	65%	69%	66%	65%	69%	71%
Storm drainage	77%	75%	79%	79%	84%	83%	71%
Recycling	77%	76%	76%	76%	NA	NA	NA
Garbage collection	84%	82%	82%	81%	85%	85%	86%

Percent "excellent" or "good"

FIGURE 36: UTILITY SERVICES BENCHMARKS

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

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation services in the City of Sunnyvale were rated positively. Recreation programs or classes and recreation centers or facilities were rated much higher than the benchmark while City parks were similar to the benchmark. Parks and recreation ratings have remained stable or improved over time.

The percent of residents that used Sunnyvale recreation centers was smaller than the percent of users in comparison jurisdictions. Similarly, recreation program use in Sunnyvale was lower than use in comparison jurisdictions. These rates of participation were similar to the previous survey, but had increased since 2007.

FIGURE 37: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Used Sunnyvale recreation centers	52%	55%	52%	41%	NA	NA	NA
Participated in a recreation program or activity	43%	43%	35%	37%	NA	NA	NA
Visited a neighborhood park or City park	86%	87%	89%	90%	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 38: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

FIGURE 39: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
City parks	88%	81%	85%	88%	89%	67%	70%
Recreation programs or classes	84%	79%	80%	77%	82%	79%	82%
Recreation centers or facilities	84%	79%	78%	76%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 40: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Similar
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

About 69% of Sunnyvale residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions. Public library services were rated “excellent” or “good” by 86% of respondents and were above the benchmark.

FIGURE 41: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Used Sunnyvale public libraries or their services	69%	78%	70%	73%	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 42: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Sunnyvale public libraries or their services	Similar

FIGURE 43: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Public schools	67%	61%	68%	NA	NA	NA	NA
Public library services	86%	80%	90%	87%	86%	87%	88%

Percent "excellent" or "good"

FIGURE 44: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Sunnyvale as a place to raise children or to retire. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Sunnyvale as an “excellent” or “good” place to raise kids and about half of respondents rated it as an excellent or good place to retire. A majority of residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Sunnyvale was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark. The ratings for sense of community and the availability of affordable quality child care had increased compared to 2009.

FIGURE 45: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Sense of community	67%	58%	62%	65%	59%	NA	NA
Openness and acceptance of the community towards people of diverse backgrounds	83%	80%	82%	85%	NA	NA	NA
Availability of affordable quality child care	40%	31%	32%	31%	59%	56%	NA
Sunnyvale as a place to raise children	82%	81%	77%	81%	NA	NA	NA
Sunnyvale as a place to retire	53%	55%	61%	49%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 46: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Availability of affordable quality child care	Similar
Sunnyvale as a place to raise kids	Above
Sunnyvale as a place to retire	Below

CIVIC ENGAGEMENT

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

Civic Activity

Most of the participants in this survey had not attended a public meeting or volunteered time to a group in the 12 months prior to the survey. The participation rates of these civic behaviors were lower when compared to the rates in other jurisdictions.

FIGURE 47: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2011	2009	2008	2007	2005	2003	2002
Attended a meeting of local elected officials or other local public meeting	14%	17%	14%	13%	NA	NA	NA
Watched a meeting of local elected officials or other local public meeting on cable television	18%	31%	27%	24%	NA	NA	NA
Volunteered your time to some group or activity in Sunnyvale	28%	29%	22%	NA	NA	NA	NA

Percent participating at least once in the last 12 months

FIGURE 48: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Sunnyvale	Much less

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

Seventy-three percent of Sunnyvale residents reported they were registered to vote and 71% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 49: REPORTED VOTING BEHAVIOR BY YEAR²

	2011	2009	2008	2007	2005	2003	2002
Registered to vote	73%	77%	73%	65%	NA	NA	NA
Voted in the last general election	71%	73%	69%	54%	NA	NA	NA
Percent "yes"							

FIGURE 50: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much less
Voted in last general election	Much less

² Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. Public information services were rated favorably compared to benchmark data. The rating for public information services had increase compared to the 2009 survey. The rating for cable television had also increased over time.

FIGURE 51: USE OF INFORMATION SOURCES BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Read Sunnyvale Newsletter	84%	84%	87%	76%	NA	NA	NA
Percent using at least once in last 12 months							

FIGURE 52: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Sunnyvale Newsletter	More

FIGURE 53: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Cable television	62%	53%	52%	58%	NA	NA	NA
Public information services	77%	67%	78%	72%	NA	NA	NA
Percent "excellent" or "good"							

FIGURE 54: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Above
Public information services	Much above

Social Engagement

Residents in Sunnyvale reported a fair amount of neighborliness. About 41% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much less than the amount of contact reported in other communities.

FIGURE 55: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

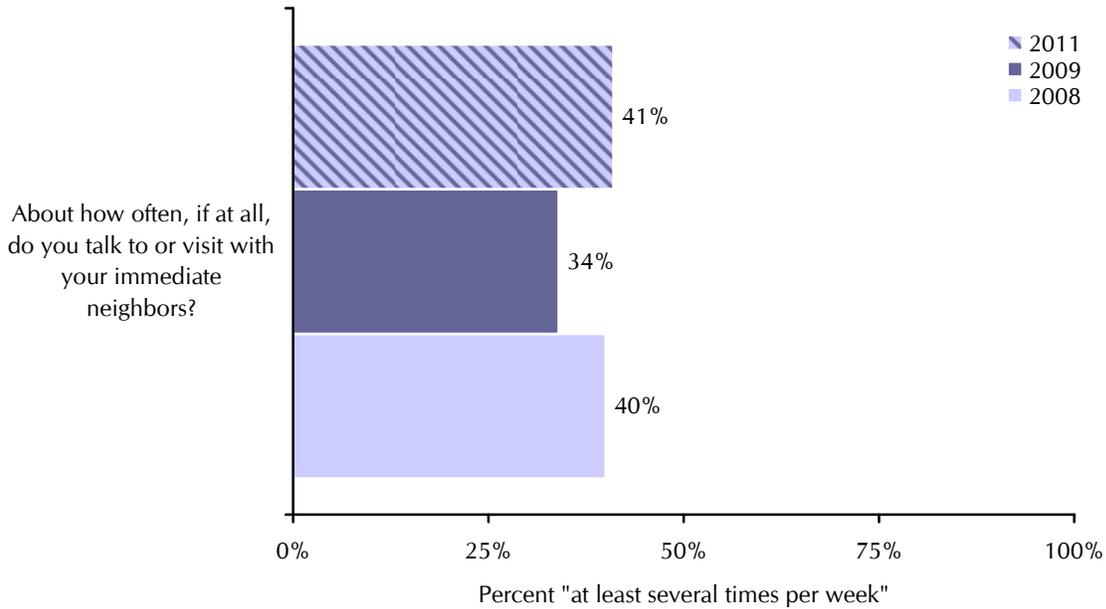


FIGURE 56: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Sunnyvale is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Sunnyvale could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Sunnyvale may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Sunnyvale does at welcoming citizen involvement, 58% rated it as "excellent" or "good." Of these four ratings, all were above the benchmark. The ratings for the overall direction that Sunnyvale is taking and the overall image or reputation of Sunnyvale were higher compared to the 2009 ratings.

FIGURE 57: PUBLIC TRUST RATINGS BY YEAR

	2011	2009	2008	2007	2005	2003	2002
The value of services for the taxes paid to Sunnyvale	64%	65%	66%	70%	NA	NA	NA
The overall direction that Sunnyvale is taking	69%	59%	66%	65%	NA	NA	NA
The job Sunnyvale government does at welcoming citizen involvement	58%	58%	56%	70%	NA	NA	NA
Overall image or reputation of Sunnyvale	79%	71%	80%	79%	NA	NA	NA
Percent "excellent" or "good"							

FIGURE 58: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Sunnyvale	Much above
The overall direction that Sunnyvale is taking	Much above
Job Sunnyvale government does at welcoming citizen involvement	Above
Overall image or reputation of Sunnyvale	Above

On average, residents of the City of Sunnyvale gave the highest evaluations to their own local government and the lowest average ratings to the State Government and the Federal Government. The overall quality of services delivered by the City of Sunnyvale was rated as “excellent” or “good” by 85% of survey participants. The City of Sunnyvale’s rating was much above the benchmark when compared to other communities. Ratings of overall City services were stable over time.

FIGURE 59: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF SUNNYVALE BY YEAR

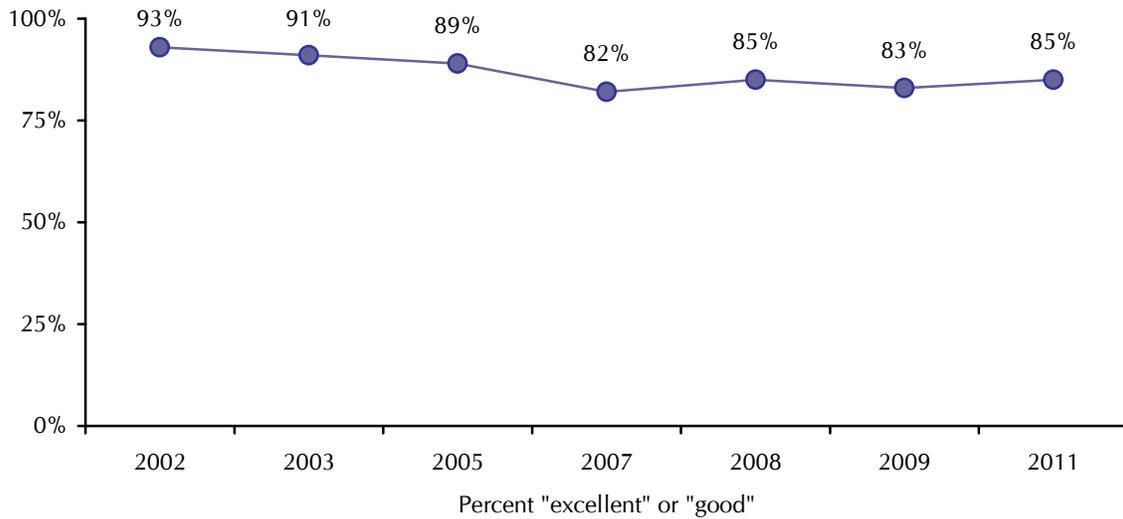


FIGURE 60: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Services provided by City of Sunnyvale	85%	83%	85%	82%	89%	91%	93%
Services provided by the Federal Government	46%	42%	43%	36%	NA	NA	NA
Services provided by the State Government	43%	34%	47%	47%	NA	NA	NA
Services provided by Santa Clara County Government	55%	54%	62%	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 61: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Sunnyvale	Much above
Services provided by the Federal Government	Above
Services provided by the State Government	Similar
Services provided by Santa Clara County Government	Above

City of Sunnyvale Employees

The employees of the City of Sunnyvale who interact with the public create the first impression that most residents have of the City of Sunnyvale. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Sunnyvale. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Sunnyvale staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 36% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 81% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the benchmark.

FIGURE 62: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

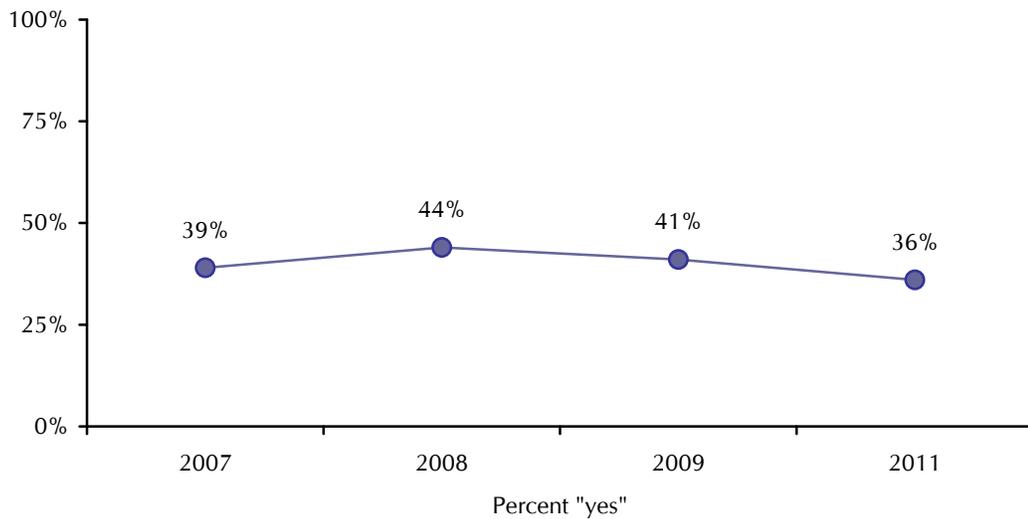


FIGURE 63: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 64: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2011	2009	2008	2007	2005	2003	2002
Knowledge	82%	81%	76%	83%	NA	NA	NA
Responsiveness	81%	74%	68%	77%	NA	NA	NA
Courtesy	85%	75%	82%	82%	NA	NA	88%
Overall impression	81%	75%	76%	79%	NA	NA	79%

Percent "excellent" or "good"

FIGURE 65: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Above
Courteousness	Much above
Overall impression	Above

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Sunnyvale by examining the relationships between ratings of each service and ratings of the City of Sunnyvale's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Sunnyvale can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- Sewer services
- City parks
- Garbage collection
- Police services

CITY OF SUNNYVALE ACTION CHART™

The 2011 City of Sunnyvale Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

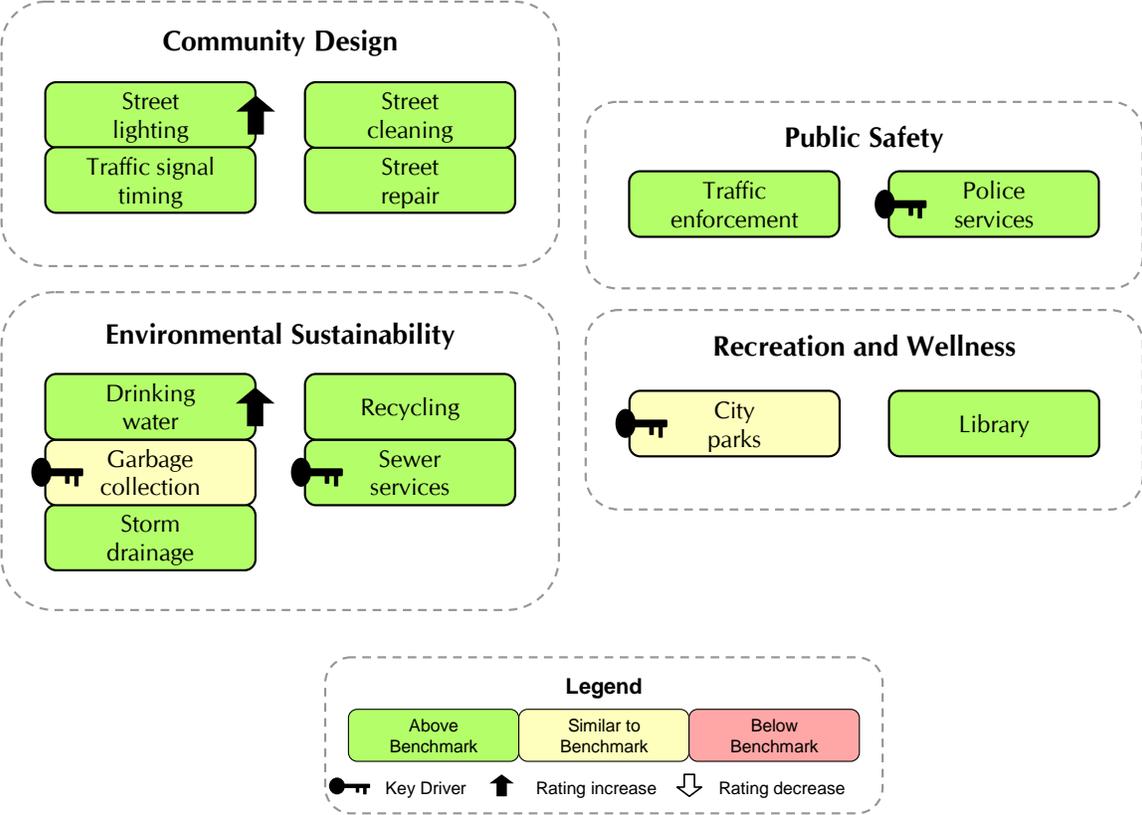
Thirteen services were included in the KDA for the City of Sunnyvale. Of these, 11 were above the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Sunnyvale, no key drivers were below the benchmark or trending lower in the current survey. Therefore, Sunnyvale may wish to seek improvements to city parks and garbage collection, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

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

FIGURE 66: CITY OF SUNNYVALE ACTION CHART™

Overall Quality of City of Sunnyvale Services



Using Your Action Chart™

The key drivers derived for the City of Sunnyvale provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Sunnyvale, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Sunnyvale, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Sunnyvale residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Sunnyvale key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 67: KEY DRIVERS COMPARED

Service	City of Sunnyvale Key Drivers	National Key Drivers	Core Services
• Police services	✓	✓	✓
Traffic enforcement			
Street repair			✓
Street cleaning			
Street lighting			
Traffic signal timing			
• Garbage collection	✓		✓
Recycling			
Storm drainage			✓
Drinking water			✓
• Sewer services	✓		✓
City parks	✓		
Public library			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

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

Custom Question 2	
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN-15, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	Percent of respondents
Strongly agree	28%
Somewhat agree	62%
Somewhat disagree	7%
Strongly disagree	3%
Total	100%

Custom Question 3	
How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale?	Percent of respondents
Very confident	16%
Somewhat confident	72%
Not confident at all	12%
Total	100%

Custom Question 4	
In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?	Percent of respondents
Never/0 times	4%
1-2 times	17%
3-4 times	16%
5-6 times	15%
7 or more times	48%
Total	100%

Custom Question 5	
To what degree, if at all, are code enforcement issues a problem for Sunnyvale?	Percent of respondents
Not a problem	47%
Minor problem	27%
Moderate problem	22%
Major problem	4%
Total	100%

Custom Question 6	
Please select the Sunnyvale park or school that is closest to your home (select only one):	Percent of respondents
Fair Oaks Park	9%
Braly Park/School	6%
Murphy Park	6%
Ortega Park/Stockmeir	6%
Ponderosa Park/School	6%
Washington Park	6%
Baylands Park	5%
Cherry Chase School	5%
Fremont High School	5%
Columbia Park/School	4%
Encinal Park	4%
Lakewood Park/School	4%
Serra Park/School	4%
De Anza Park/School	3%
Ellis School	3%
Vargas School	3%
Bishop School	2%
Nimitz School	2%
Raynor Park	2%
Sunnyvale Middle School	2%
Cannery Park (District 1)	2%
Cumberland (District 5)	2%
Cupertino Jr. High School	1%
Fairwood Park/School	1%
Panama Park	1%
San Miguel School	1%
Sunken Gardens Golf Course	1%
Homestead High School	1%
Community Ctr/Orchard Heritage Park	1%
Las Palmas Park	1%
San Antonio Park	0%
Sunnyvale Golf Course	0%
Victory Village Park	0%
West Valley Park	0%
George Mayne	0%
Laurelwood Elementary	0%
Peterson Jr. High School	0%
Total	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Sunnyvale:	Excellent	Good	Fair	Poor	Total
Sunnyvale as a place to live	42%	51%	8%	0%	100%
Your neighborhood as a place to live	40%	42%	15%	2%	100%
Sunnyvale as a place to raise children	31%	51%	15%	3%	100%
Sunnyvale as a place to work	34%	51%	13%	2%	100%
Sunnyvale as a place to retire	21%	32%	31%	16%	100%
The overall quality of life in Sunnyvale	26%	60%	14%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	17%	50%	27%	5%	100%
Openness and acceptance of the community towards people of diverse backgrounds	35%	48%	15%	2%	100%
Overall appearance of Sunnyvale	19%	55%	24%	2%	100%
Ease of bicycle travel in Sunnyvale	18%	44%	30%	8%	100%
Ease of walking in Sunnyvale	21%	49%	26%	4%	100%
Availability of affordable quality housing	2%	22%	44%	31%	100%
Availability of affordable quality child care	6%	34%	41%	19%	100%
Overall image or reputation of Sunnyvale	19%	60%	21%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	1%	56%	28%	14%	100%
Retail growth (stores, restaurants, etc.)	7%	32%	47%	13%	2%	100%
Jobs growth	13%	53%	28%	4%	2%	100%

Question 4: Community Safety						
Please rate how safe or unsafe you feel from the following in Sunnyvale:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	43%	45%	7%	5%	1%	100%
Property crimes (e.g., burglary, theft)	23%	51%	16%	9%	2%	100%
Environmental hazards, including toxic waste	38%	40%	16%	5%	1%	100%

Question 5: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	69%	27%	3%	1%	0%	100%
In your neighborhood after dark	37%	42%	11%	9%	1%	100%
In Sunnyvale's downtown area during the day	59%	33%	7%	0%	0%	100%
In Sunnyvale's downtown area after dark	21%	44%	20%	14%	1%	100%

Question 6: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	95%
Yes	5%
Total	100%

Question 7: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	23%
Yes	77%
Total	100%

Question 8: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Sunnyvale public libraries or their services	31%	20%	25%	14%	10%	100%
Used Sunnyvale recreation centers	48%	22%	21%	5%	4%	100%
Participated in a recreation program or activity	57%	21%	15%	5%	3%	100%
Visited a neighborhood park or City park	14%	16%	39%	15%	15%	100%
Attended a meeting of local elected officials or other local public meeting	86%	11%	2%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	82%	11%	5%	1%	1%	100%
Read Sunnyvale Newsletter	16%	29%	44%	7%	3%	100%
Volunteered your time to some group or activity in Sunnyvale	72%	15%	8%	3%	3%	100%
Visited Columbia Neighborhood Center for services, activities, or programs	90%	7%	2%	0%	1%	100%

Question 9: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	11%
Several times a week	30%
Several times a month	21%
Less than several times a month	38%
Total	100%

Question 10: Service Quality					
Please rate the quality of each of the following services in Sunnyvale:	Excellent	Good	Fair	Poor	Total
Police services	40%	48%	8%	4%	100%
Fire services	48%	45%	6%	1%	100%
Ambulance or emergency medical services	49%	45%	4%	2%	100%
Traffic enforcement	21%	55%	21%	4%	100%
Street repair	14%	45%	28%	12%	100%
Street cleaning	19%	53%	24%	4%	100%
Street lighting	23%	53%	16%	8%	100%
Traffic signal timing	17%	46%	29%	8%	100%
Garbage collection	31%	53%	15%	2%	100%
Recycling	33%	45%	17%	5%	100%
Storm drainage	25%	52%	18%	4%	100%
Drinking water	29%	46%	18%	8%	100%
Sewer services	28%	55%	16%	2%	100%
City parks	29%	59%	10%	2%	100%
Recreation programs or classes	27%	56%	15%	2%	100%
Recreation centers or facilities	27%	57%	15%	1%	100%
Animal control	20%	52%	24%	4%	100%
Public library services	41%	45%	12%	2%	100%
Public information services	26%	52%	20%	3%	100%
Public schools	20%	48%	24%	8%	100%
Cable television	14%	48%	23%	15%	100%

Question 11: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Sunnyvale	26%	59%	14%	2%	100%
The Federal Government	7%	39%	42%	12%	100%
The State Government	6%	37%	37%	20%	100%
Santa Clara County Government	10%	45%	39%	6%	100%

Question 12: Contact with City Employees	
Have you had any in-person, phone or email contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	64%
Yes	36%
Total	100%

Question 13: City Employees					
What was your impression of the employee(s) of the City of Sunnyvale in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	47%	35%	12%	6%	100%
Responsiveness	45%	35%	11%	8%	100%
Courtesy	57%	28%	9%	6%	100%
Overall impression	45%	36%	9%	10%	100%

Question 14: Government Performance					
Please rate the following categories of Sunnyvale government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Sunnyvale	13%	51%	30%	6%	100%
The overall direction that Sunnyvale is taking	13%	55%	25%	7%	100%
The job Sunnyvale government does at welcoming citizen involvement	12%	46%	29%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Sunnyvale to someone who asks	52%	44%	4%	1%	100%
Remain in Sunnyvale for the next five years	49%	34%	11%	5%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	23%
Neutral	48%
Somewhat negative	22%
Very negative	4%
Total	100%

Question 17a: Custom Question 1						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In Sunnyvale parks during the day	68%	28%	3%	1%	1%	100%
In Sunnyvale parks after dark	14%	40%	22%	19%	5%	100%
When driving, based on road conditions in the City of Sunnyvale	39%	48%	7%	4%	1%	100%

Question 17b: Custom Question 2	
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN-15, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	Percent of respondents
Strongly agree	28%
Somewhat agree	62%
Somewhat disagree	7%
Strongly disagree	3%
Total	100%

Question 17c: Custom Question 3	
How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale?	Percent of respondents
Very confident	16%
Somewhat confident	72%
Not confident at all	12%
Total	100%

Question 17d: Custom Question 4	
In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?	Percent of respondents
Never/0 times	4%
1-2 times	17%
3-4 times	16%
5-6 times	15%
7 or more times	48%
Total	100%

Question 17e: Custom Question 5	
To what degree, if at all, are code enforcement issues a problem for Sunnyvale?	Percent of respondents
Not a problem	47%
Minor problem	27%
Moderate problem	22%
Major problem	4%
Total	100%

Question 17f: Custom Question 6	
Please select the Sunnyvale park or school that is closest to your home (select only one):	Percent of respondents
Baylands Park	5%
Bishop School	2%
Braly Park/School	6%
Cherry Chase School	5%
Columbia Park/School	4%
Cupertino Jr. High School	1%
De Anza Park/School	3%
Ellis School	3%
Encinal Park	4%
Fair Oaks Park	9%
Fairwood Park/School	1%
Lakewood Park/School	4%
Vargas School	3%
Murphy Park	6%
Nimitz School	2%
Ortega Park/Stocklmeir	6%
Panama Park	1%
Ponderosa Park/School	6%
Raynor Park	2%
San Antonio Park	0%
San Miguel School	1%
Serra Park/School	4%
Sunken Gardens Golf Course	1%
Sunnyvale Golf Course	0%
Sunnyvale Middle School	2%
Victory Village Park	0%
Washington Park	6%
West Valley Park	0%
Cannery Park (District 1)	2%
Cumberland (District 5)	2%
Fremont High School	5%
George Mayne	0%
Homestead High School	1%
Laurelwood Elementary	0%
Peterson Jr. High School	0%
Community Ctr/Orchard Heritage Park	1%
Las Palmas Park	1%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	29%
Yes, full-time	62%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	7%
Walk	3%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Sunnyvale?	Percent of respondents
Less than 2 years	20%
2 to 5 years	24%
6 to 10 years	17%
11 to 20 years	16%
More than 20 years	24%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	40%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	43%
Mobile home	8%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	52%
Owned by you or someone in this house with a mortgage or free and clear	48%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	3%
\$300 to \$599 per month	6%
\$600 to \$999 per month	9%
\$1,000 to \$1,499 per month	23%
\$1,500 to \$2,499 per month	35%
\$2,500 or more per month	23%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	60%
Yes	40%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	13%
\$50,000 to \$99,999	26%
\$100,000 to \$149,000	24%
\$150,000 or more	26%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	90%
Yes, I consider myself to be Spanish, Hispanic or Latino	10%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	47%
Black or African American	2%
White	48%
Other	6%

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

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	29%
35 to 44 years	23%
45 to 54 years	17%
55 to 64 years	11%
65 to 74 years	9%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	24%
Yes	64%
Ineligible to vote	12%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	23%
Yes	57%
Ineligible to vote	21%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	34%
Yes	66%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	34%
Land line	46%
Both	20%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sunnyvale as a place to live	42%	147	51%	178	8%	28	0%	0	0%	0	100%
Your neighborhood as a place to live	40%	140	42%	148	15%	53	2%	8	0%	0	100%	349
Sunnyvale as a place to raise children	26%	90	42%	146	12%	43	2%	8	17%	59	100%	345
Sunnyvale as a place to work	26%	89	40%	137	10%	36	1%	5	23%	78	100%	345
Sunnyvale as a place to retire	16%	55	25%	85	24%	83	12%	43	23%	79	100%	344
The overall quality of life in Sunnyvale	26%	91	60%	209	14%	49	0%	0	0%	1	100%	349

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Sunnyvale as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	16%	54	47%	162	26%	88	5%	18	6%	22	100%
Openness and acceptance of the community towards people of diverse backgrounds	33%	117	46%	162	14%	51	2%	6	4%	14	100%	351
Overall appearance of Sunnyvale	19%	67	55%	190	24%	82	2%	8	0%	1	100%	349
Ease of bicycle travel in Sunnyvale	13%	47	32%	112	22%	76	6%	20	27%	96	100%	352
Ease of walking in Sunnyvale	20%	71	47%	164	25%	88	3%	12	5%	16	100%	351
Availability of affordable quality housing	2%	6	20%	69	39%	136	28%	96	12%	43	100%	350
Availability of affordable quality child care	3%	10	17%	57	20%	70	9%	33	51%	174	100%	344
Overall image or reputation of Sunnyvale	18%	63	58%	205	20%	70	0%	1	4%	14	100%	353

Question 3: Growth														
Please rate the speed of growth in the following categories in Sunnyvale over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	2	1%	2	32%	114	16%	56	8%	29	42%	148	100%
Retail growth (stores, restaurants, etc.)	5%	18	24%	85	36%	127	10%	35	2%	6	23%	80	100%	350
Jobs growth	7%	26	30%	104	16%	54	2%	8	1%	3	44%	151	100%	346

Question 4: Community Safety														
Please rate how safe or unsafe you feel from the following in Sunnyvale:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	41%	146	43%	152	7%	23	4%	16	1%	3	4%	15	100%
Property crimes (e.g., burglary, theft)	23%	79	49%	172	15%	53	8%	29	2%	7	3%	11	100%	352
Environmental hazards, including toxic waste	32%	114	34%	120	14%	49	4%	15	1%	3	15%	52	100%	352

Question 5: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	69%	244	27%	95	3%	9	1%	3	0%	1	1%	3	100%
In your neighborhood after dark	36%	128	42%	147	11%	39	9%	31	1%	4	1%	5	100%	354
In Sunnyvale's downtown area during the day	54%	190	30%	105	7%	24	0%	1	0%	1	9%	33	100%	353
In Sunnyvale's downtown area after dark	17%	59	35%	121	15%	54	11%	38	1%	3	22%	77	100%	352

Question 6: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	95%	329
Yes	5%	16
Don't know	1%	2
Total	100%	347

Question 7: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	22%	4
Yes	74%	12
Don't know	3%	1
Total	100%	16

Question 8: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Sunnyvale?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Sunnyvale public libraries or their services	31%	108	20%	71	25%	88	14%	49	10%	36	100%
Used Sunnyvale recreation centers	48%	168	22%	77	21%	74	5%	17	4%	12	100%	349
Participated in a recreation program or activity	57%	196	21%	73	15%	51	5%	16	3%	11	100%	347
Visited a neighborhood park or City park	14%	48	16%	56	39%	133	15%	53	15%	51	100%	341
Attended a meeting of local elected officials or other local public meeting	86%	300	11%	39	2%	8	0%	2	0%	0	100%	349
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	82%	285	11%	38	5%	18	1%	5	1%	4	100%	349
Read Sunnyvale Newsletter	16%	55	29%	97	44%	149	7%	23	3%	11	100%	335
Volunteered your time to some group or activity in Sunnyvale	72%	247	15%	50	8%	26	3%	11	3%	9	100%	343
Visited Columbia Neighborhood Center for services, activities, or programs	90%	312	7%	25	2%	6	0%	1	1%	3	100%	348

Question 9: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	11%	38
Several times a week	30%	103
Several times a month	21%	72
Less than several times a month	38%	129
Total	100%	342

Question 10: Service Quality												
Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	31%	109	37%	132	7%	23	3%	10	22%	77	100%
Fire services	33%	116	31%	107	4%	14	1%	3	32%	111	100%	351
Ambulance or emergency medical services	29%	103	27%	95	2%	8	1%	3	41%	142	100%	351
Traffic enforcement	18%	61	46%	162	18%	62	3%	11	15%	53	100%	350
Street repair	13%	47	42%	148	27%	93	12%	41	6%	22	100%	350
Street cleaning	19%	65	51%	177	23%	81	3%	12	4%	13	100%	347
Street lighting	22%	77	52%	181	16%	54	8%	26	3%	9	100%	347
Traffic signal timing	17%	58	45%	156	29%	100	8%	29	2%	7	100%	348
Garbage collection	30%	106	52%	180	14%	50	2%	6	2%	7	100%	349
Recycling	31%	107	42%	148	16%	57	5%	17	6%	21	100%	351
Storm drainage	20%	70	42%	147	15%	51	3%	12	20%	70	100%	349
Drinking water	28%	96	43%	151	17%	59	7%	25	5%	17	100%	348
Sewer services	23%	79	45%	157	13%	46	1%	5	18%	62	100%	349
City parks	28%	97	56%	195	10%	35	2%	6	5%	17	100%	349
Recreation programs or classes	16%	55	32%	112	9%	30	1%	3	42%	148	100%	347
Recreation centers or facilities	17%	57	35%	121	9%	32	1%	3	38%	133	100%	347
Animal control	10%	36	27%	94	13%	45	2%	8	47%	164	100%	347
Public library services	33%	113	35%	121	9%	32	2%	5	21%	73	100%	345
Public information services	15%	51	30%	103	11%	39	2%	6	43%	148	100%	348
Public schools	12%	40	28%	97	14%	49	5%	17	41%	144	100%	347
Cable television	10%	34	33%	114	15%	54	10%	35	32%	110	100%	348

Question 11: Government Services Overall													
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total		
	The City of Sunnyvale	23%	80	53%	183	12%	43	1%	5	11%	38	100%	348
The Federal Government	5%	17	30%	103	32%	110	9%	33	24%	82	100%	345	
The State Government	5%	17	28%	96	28%	97	15%	51	24%	84	100%	345	
Santa Clara County Government	7%	24	33%	113	29%	99	4%	15	27%	94	100%	345	

Question 12: Contact with City Employees		
Have you had any in-person, phone or email contact with an employee of the City of Sunnyvale within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	64%	222
Yes	36%	125
Total	100%	346

Question 13: City Employees													
What was your impression of the employee(s) of the City of Sunnyvale in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total		
	Knowledge	46%	57	35%	43	12%	15	6%	7	1%	2	100%	124
Responsiveness	45%	56	35%	44	11%	14	8%	10	0%	0	100%	124	
Courtesy	57%	70	27%	34	9%	11	6%	7	1%	2	100%	124	
Overall impression	45%	55	36%	44	9%	12	10%	12	0%	1	100%	123	

Question 14: Government Performance													
Please rate the following categories of Sunnyvale government performance:	Excellent		Good		Fair		Poor		Don't know		Total		
	The value of services for the taxes paid to Sunnyvale	10%	36	40%	139	23%	81	4%	15	22%	75	100%	346
The overall direction that Sunnyvale is taking	10%	35	42%	145	19%	65	5%	18	24%	82	100%	346	
The job Sunnyvale government does at welcoming citizen involvement	7%	26	27%	94	17%	59	8%	27	40%	138	100%	344	

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Sunnyvale to someone who asks	51%	177	43%	149	4%	15	1%	2	2%	6	100%
Remain in Sunnyvale for the next five years	47%	162	33%	113	11%	38	5%	18	3%	12	100%	341

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	9
Somewhat positive	23%	80
Neutral	48%	166
Somewhat negative	22%	74
Very negative	4%	15
Total	100%	345

Question 17a: Custom Question 1														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In Sunnyvale parks during the day	64%	227	26%	93	3%	10	1%	3	1%	2	5%	19	100%
In Sunnyvale parks after dark	10%	36	29%	103	16%	57	14%	50	4%	14	26%	90	100%	350
When driving, based on road conditions in the City of Sunnyvale	38%	134	47%	165	7%	25	4%	13	1%	3	3%	11	100%	351

Question 17b: Custom Question 2		
To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN-15, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?	Percent of respondents	Count
Strongly agree	14%	51
Somewhat agree	32%	115
Somewhat disagree	4%	13
Strongly disagree	1%	5
Don't know	48%	169
Total	100%	353

Question 17c: Custom Question 3		
How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale?	Percent of respondents	Count
Very confident	12%	41
Somewhat confident	51%	181
Not confident at all	9%	31
Don't know	29%	101
Total	100%	354

Question 17d: Custom Question 4		
In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?	Percent of respondents	Count
Never/0 times	4%	13
1-2 times	17%	59
3-4 times	16%	57
5-6 times	15%	53
7 or more times	48%	171
Total	100%	353

Question 17e: Custom Question 5		
To what degree, if at all, are code enforcement issues a problem for Sunnyvale?	Percent of respondents	Count
Not a problem	20%	68
Minor problem	11%	38
Moderate problem	9%	32
Major problem	2%	6
Don't know	59%	204
Total	100%	348

Question 17f: Custom Question 6		
Please select the Sunnyvale park or school that is closest to your home (select only one):	Percent of respondents	Count
Baylands Park	5%	16
Bishop School	2%	7
Braly Park/School	6%	22
Cherry Chase School	5%	17
Columbia Park/School	4%	12
Cupertino Jr. High School	1%	5
De Anza Park/School	3%	9
Ellis School	3%	10
Encinal Park	4%	12
Fair Oaks Park	9%	29
Fairwood Park/School	1%	3
Lakewood Park/School	4%	13
Vargas School	3%	12
Murphy Park	6%	21
Nimitz School	2%	6
Ortega Park/Stocklmeir	6%	20
Panama Park	1%	3
Ponderosa Park/School	6%	19

Question 17f: Custom Question 6		
Please select the Sunnyvale park or school that is closest to your home (select only one):	Percent of respondents	Count
Raynor Park	2%	7
San Antonio Park	0%	1
San Miguel School	1%	2
Serra Park/School	4%	15
Sunken Gardens Golf Course	1%	5
Sunnyvale Golf Course	0%	0
Sunnyvale Middle School	2%	8
Victory Village Park	0%	1
Washington Park	6%	20
West Valley Park	0%	1
Cannery Park (District 1)	2%	6
Cumberland (District 5)	2%	8
Fremont High School	5%	15
George Mayne	0%	0
Homestead High School	1%	2
Laurelwood Elementary	0%	1
Peterson Jr. High School	0%	2
Community Ctr/Orchard Heritage Park	1%	4
Las Palmas Park	1%	5
Total	100%	337

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	29%	101
Yes, full-time	62%	216
Yes, part-time	9%	31
Total	100%	349

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	7%
Walk	3%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Sunnyvale?	Percent of respondents	Count
Less than 2 years	20%	69
2 to 5 years	24%	83
6 to 10 years	17%	61
11 to 20 years	16%	56
More than 20 years	24%	83
Total	100%	353

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	40%	139
House attached to one or more houses (e.g., a duplex or townhome)	9%	31
Building with two or more apartments or condominiums	43%	152
Mobile home	8%	27
Other	0%	1
Total	100%	350

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	52%	178
Owned by you or someone in this house with a mortgage or free and clear	48%	168
Total	100%	346

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	3%	11
\$300 to \$599 per month	6%	19
\$600 to \$999 per month	9%	31
\$1,000 to \$1,499 per month	23%	78
\$1,500 to \$2,499 per month	35%	119
\$2,500 or more per month	23%	79
Total	100%	336

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	60%	207
Yes	40%	140
Total	100%	347

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	75%	264
Yes	25%	87
Total	100%	351

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	11%	35
\$25,000 to \$49,999	13%	44
\$50,000 to \$99,999	26%	85
\$100,000 to \$149,000	24%	76
\$150,000 or more	26%	84
Total	100%	324

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	90%	312
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	33
Total	100%	345

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	3
Asian, Asian Indian or Pacific Islander	47%	157
Black or African American	2%	6
White	48%	161
Other	6%	21

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

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	3%	11
25 to 34 years	29%	102
35 to 44 years	23%	79
45 to 54 years	17%	59
55 to 64 years	11%	38
65 to 74 years	9%	31
75 years or older	8%	29
Total	100%	349

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	51%	173
Male	49%	169
Total	100%	342

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	23%	80
Yes	62%	217
Ineligible to vote	12%	41
Don't know	3%	11
Total	100%	349

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	22%	78
Yes	56%	194
Ineligible to vote	20%	71
Don't know	1%	5
Total	100%	348

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	24
Yes	93%	325
Total	100%	349

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	34%	119
Yes	66%	230
Total	100%	349

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	34%	71
Land line	46%	97
Both	20%	42
Total	100%	210

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) 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 NCS 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 NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

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

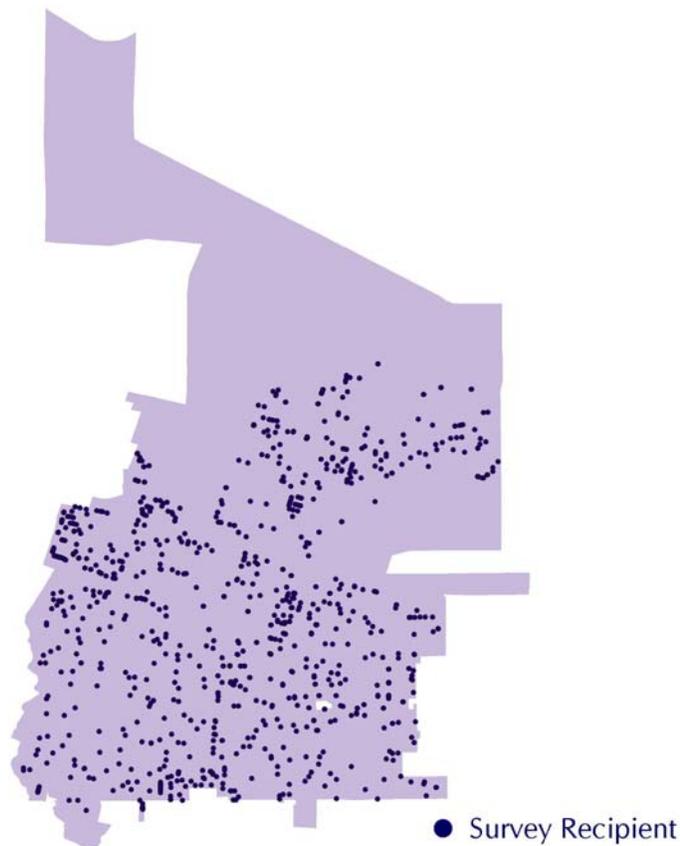
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Sunnyvale were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Sunnyvale boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Sunnyvale households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Sunnyvale boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Sunnyvale. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 68: LOCATION OF SURVEY RECIPIENTS

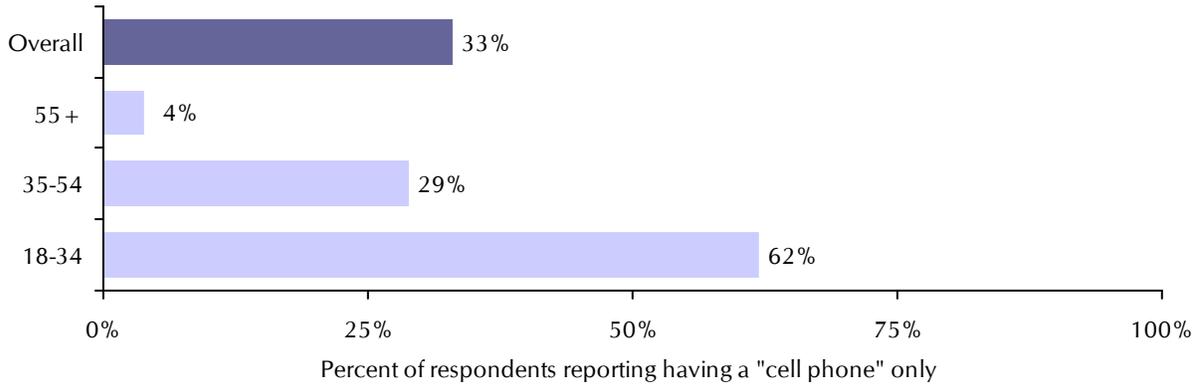
The National Citizen Survey™
The City of Sunnyvale, CA 2011



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Sunnyvale has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 69: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SUNNYVALE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 11, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Sunnyvale survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (355 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates for adults in the City of Sunnyvale. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

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

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

Sunnyvale Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	52%	33%	52%
Own home	48%	67%	48%
Detached unit	47%	55%	48%
Attached unit	53%	45%	52%
Race and Ethnicity			
White	45%	57%	45%
Not white	55%	43%	55%
Not Hispanic	83%	92%	90%
Hispanic	17%	8%	10%
White alone, not Hispanic	42%	52%	42%
Hispanic and/or other race	58%	48%	58%
Sex and Age			
Female	50%	53%	50%
Male	50%	47%	50%
18-34 years of age	34%	12%	32%
35-54 years of age	39%	39%	40%
55+ years of age	27%	49%	28%
Females 18-34	16%	6%	16%
Females 35-54	19%	19%	19%
Females 55+	15%	28%	15%
Males 18-34	18%	6%	18%
Males 35-54	21%	20%	21%
Males 55+	12%	21%	12%

⁴ Source:2010 Census

SURVEY DATA ANALYSIS AND REPORTING

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

Use of the “Excellent, Good, Fair, Poor” Response Scale

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the *Citizen Surveys* book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Sunnyvale to the Benchmark Database

The City of Sunnyvale chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Sunnyvale Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Sunnyvale results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Sunnyvale's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

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

Dear Sunnyvale Resident,

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

Sincerely,



Gary Luebbers
City Manager

Dear Sunnyvale Resident,

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

Sincerely,



Gary Luebbers
City Manager

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Sincerely,



Gary Luebbers
City Manager



City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

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



City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

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



City of Sunnyvale
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Presorted
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Boulder, CO
Permit NO. 94



City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707

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



July 2011

Dear Sunnyvale Resident:

The City of Sunnyvale wants to know what you think about our community and municipal government. You have been randomly selected to participate in Sunnyvale's 2011 Citizen Survey.

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (408) 730-7535.

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

Sincerely,

A handwritten signature in black ink that reads "Gary Luebbers". The signature is written in a cursive, flowing style.

Gary Luebbers
City Manager



July 2011

Dear City of Sunnyvale Resident:

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

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

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

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

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

Sincerely,

A handwritten signature in cursive script that reads "Gary Luebbers".

Gary Luebbers
City Manager

The City of Sunnyvale 2011 Citizen Survey

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

1. Please rate each of the following aspects of quality of life in Sunnyvale:

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Sunnyvale.....	1	2	3	4	5
Ease of bicycle travel in Sunnyvale.....	1	2	3	4	5
Ease of walking in Sunnyvale	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Overall image or reputation of Sunnyvale	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel from the following in Sunnyvale:

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

5. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Sunnyvale's downtown area during the day	1	2	3	4	5	6
In Sunnyvale's downtown area after dark	1	2	3	4	5	6

6. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 8
 Yes → Go to Question 7
 Don't know → Go to Question 8

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

- No
 Yes
 Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Sunnyvale public libraries or their services	1	2	3	4	5
Used Sunnyvale recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Read Sunnyvale Newsletter.....	1	2	3	4	5
Volunteered your time to some group or activity in Sunnyvale.....	1	2	3	4	5
Visited Columbia Neighborhood Center for services, activities, or programs	1	2	3	4	5

9. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
- Several times a week
- Several times a month
- Less than several times a month

10. Please rate the quality of each of the following services in Sunnyvale:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Animal control	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Sunnyvale	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Santa Clara County Government	1	2	3	4	5

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

- No → Go to Question 14 Yes → Go to Question 13

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

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

14. Please rate the following categories of Sunnyvale government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Sunnyvale	1	2	3	4	5
The overall direction that Sunnyvale is taking	1	2	3	4	5
The job Sunnyvale government does at welcoming citizen involvement..	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Sunnyvale to someone who asks.....	1	2	3	4	5
Remain in Sunnyvale for the next five years	1	2	3	4	5

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

- Very positive Somewhat positive Neutral Somewhat negative Very negative

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

a. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In Sunnyvale parks during the day	1	2	3	4	5	6
In Sunnyvale parks after dark.....	1	2	3	4	5	6
When driving, based on road conditions in the City of Sunnyvale	1	2	3	4	5	6

b. To what extent do you agree or disagree with this statement: "Information provided by the City of Sunnyvale (on KSUN-15, the City's Web site, contained in the Quarterly Report, etc.) is accessible, timely and relevant"?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

c. How confident, if at all, are you that your tax dollars are being spent wisely by the City of Sunnyvale?

- Very confident
- Somewhat confident
- Not confident at all
- Don't know

d. In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?

- Never/0 times
- 1-2 times
- 3-4 times
- 5-6 times
- 7 or more times

e. To what degree, if at all, are code enforcement issues a problem in Sunnyvale?

- Not a problem
- Minor problem
- Moderate problem
- Major problem
- Don't know

f. Please select the Sunnyvale park or school that is closest to your home (select only one):

- | | | |
|---|--|---|
| <input type="radio"/> Baylands Park | <input type="radio"/> Murphy Park | <input type="radio"/> Victory Village Park |
| <input type="radio"/> Bishop School | <input type="radio"/> Nimitz School | <input type="radio"/> Washington Park |
| <input type="radio"/> Braly Park/School | <input type="radio"/> Ortega Park/Stocklmeir | <input type="radio"/> West Valley Park |
| <input type="radio"/> Cherry Chase School | <input type="radio"/> Panama Park | <input type="radio"/> Cannery Park (District 1) |
| <input type="radio"/> Columbia Park/School | <input type="radio"/> Ponderosa Park/School | <input type="radio"/> Cumberland (District 5) |
| <input type="radio"/> Cupertino Jr. High School | <input type="radio"/> Raynor Park | <input type="radio"/> Fremont High School |
| <input type="radio"/> De Anza Park/School | <input type="radio"/> San Antonio Park | <input type="radio"/> George Mayne |
| <input type="radio"/> Ellis School | <input type="radio"/> San Miguel School | <input type="radio"/> Homestead High School |
| <input type="radio"/> Encinal Park | <input type="radio"/> Serra Park/School | <input type="radio"/> Laurelwood Elementary |
| <input type="radio"/> Fair Oaks Park | <input type="radio"/> Sunken Gardens Golf Course | <input type="radio"/> Peterson Jr. High School |
| <input type="radio"/> Fairwood Park/School | <input type="radio"/> Sunnyvale Golf Course | <input type="radio"/> Community Ctr/Orchard Heritage Park |
| <input type="radio"/> Lakewood Park/School | <input type="radio"/> Sunnyvale Middle School | <input type="radio"/> Las Palmas Park |
| <input type="radio"/> Vargas School | | |

The City of Sunnyvale 2011 Citizen Survey

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

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

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

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Sunnyvale?

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

D4. Which best describes the building you live in?

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

D5. Is this house, apartment or mobile home...

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

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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