

# CITY OF LIVERMORE, CA 2012

Report of Geographic Subgroup Comparisons





### CONTENTS

Survey Background	1
About The National Citizen Survey™	
•	
Understanding the Results	2
"Don't Know" Responses	2
Understanding the Tables	
Comparisons	

#### SURVEY BACKGROUND

#### ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

#### UNDERSTANDING THE RESULTS

#### "DON'T KNOW" RESPONSES

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. 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.

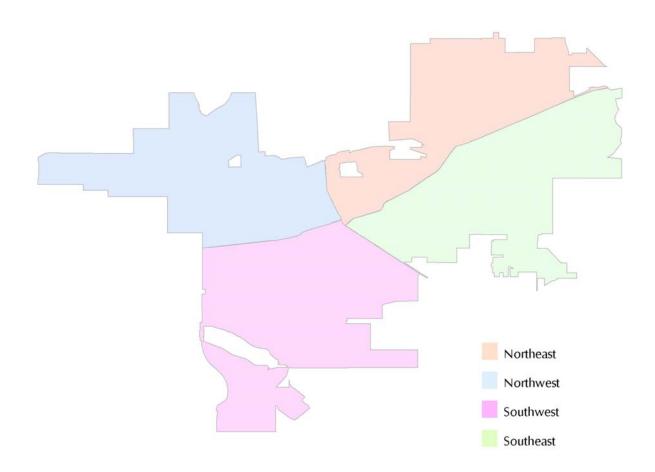
#### UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as "excellent" or "good", or the percent of respondents who felt the rate of growth was "about right."

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (817 completed surveys). For each area (Northwest, Northeast, Southeast, or Southwest), the margin of error rises to approximately + or - 10% since sample sizes were approximately 168 for the Northwest area, 167 for the Northeast, 215 for the Southeast and 267 for the Southwest area.

## The National Citizen Survey™ Livermore, CA 2011 Geographic Comparison Areas



#### COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")								
	Area							
Please rate each of the following aspects of quality of life in Livermore:	Northwest	Northeast	Southeast	Southwest	Overall			
Livermore as a place to live	90%	90%	94%	95%	93%			
Your neighborhood as a place to live	77%	83%	86%	92%	85%			
Livermore as a place to raise children	81%	85%	90%	92%	88%			
Livermore as a place to work	58%	70%	71%	71%	68%			
Livermore as a place to retire	69%	65%	71%	68%	68%			
The overall quality of life in Livermore	84%	84%	86%	89%	86%			

Question 2: Community Characteristics (Percent "excellent" or "good")								
	Area							
Please rate each of the following characteristics as they relate to Livermore as a whole:	Northwest	Northeast	Southeast	Southwest	Overall			
Sense of community	74%	74%	73%	76%	75%			
Openness and acceptance of the community towards people of diverse backgrounds	80%	68%	70%	70%	71%			
Overall appearance of Livermore	79%	76%	85%	86%	82%			
Cleanliness of Livermore	80%	81%	86%	83%	83%			
Overall quality of new development in Livermore	72%	69%	79%	73%	73%			
Variety of housing options	67%	63%	60%	63%	63%			
Overall quality of business and service establishments in Livermore	74%	71%	73%	65%	70%			
Shopping opportunities	55%	60%	53%	43%	52%			
Opportunities to attend cultural activities	67%	70%	67%	69%	68%			
Recreational opportunities	70%	78%	73%	75%	74%			
Employment opportunities	32%	36%	37%	31%	34%			
Educational opportunities	60%	58%	57%	59%	59%			
Opportunities to participate in social events and activities	68%	77%	75%	72%	73%			
Opportunities to participate in religious or spiritual events and activities	74%	82%	81%	75%	78%			

Question 2: Community Characteristics (Percent "excellent" or "good")								
	Area							
Please rate each of the following characteristics as they relate to Livermore as a whole:	Northwest	Northeast	Southeast	Southwest	Overall			
Opportunities to volunteer	78%	79%	81%	81%	80%			
Opportunities to participate in community matters	64%	65%	71%	69%	68%			
Ease of car travel in Livermore	66%	58%	75%	69%	67%			
Ease of bus travel in Livermore	55%	54%	59%	50%	54%			
Ease of rail or subway travel in Livermore	38%	31%	37%	31%	34%			
Ease of bicycle travel in Livermore	76%	61%	74%	76%	72%			
Ease of walking in Livermore	75%	71%	82%	86%	79%			
Availability of paths and walking trails	77%	68%	79%	84%	78%			
Traffic flow on major streets	46%	45%	61%	55%	52%			
Amount of public parking	59%	62%	64%	58%	61%			
Availability of affordable quality housing	45%	48%	36%	43%	43%			
Availability of affordable quality child care	43%	47%	41%	38%	42%			
Availability of affordable quality health care	50%	59%	46%	60%	54%			
Availability of affordable quality food	74%	66%	65%	73%	69%			
Availability of preventive health services	57%	60%	59%	64%	60%			
Air quality	62%	71%	62%	64%	65%			
Quality of overall natural environment in Livermore	75%	79%	80%	78%	78%			
Overall image or reputation of Livermore	74%	80%	76%	79%	77%			

Question 3: Growth (Percent of respondents)							
	Area						
Please rate the speed of growth in the following categories in Livermore over the past 2 years:	Northwest	Northeast	Southeast	Southwest	Overall		
Population growth too fast	41%	41%	36%	38%	39%		
Retail growth too slow	31%	35%	35%	30%	33%		
Job growth too slow	80%	75%	82%	75%	78%		

Question 4: Code Enforcement (Percent a "major" problem)							
	Area						
	Northwest	Northeast	Southeast	Southwest	Overall		
Run down buildings, weed lots or junk vehicle a major problem in Livermore	17%	5%	5%	6%	8%		

Question 5: Community Safety (Percent "very" or "somewhat" safe)								
	Area							
Please rate how safe or unsafe you feel from the following in Livermore:	Northwest	Northeast	Southeast	Southwest	Overall			
Violent crime (e.g., rape, assault, robbery)	79%	82%	80%	81%	81%			
Property crimes (e.g., burglary, theft)	65%	54%	63%	70%	63%			
Environmental hazards, including toxic waste	68%	74%	60%	70%	68%			

Question 6: Personal Safety (Percent "very" or "somewhat" safe)								
	Area							
Please rate how safe or unsafe you feel:	Northwest	Northeast	Southeast	Southwest	Overall			
In your neighborhood during the day	91%	90%	93%	96%	93%			
In your neighborhood after dark	80%	79%	77%	88%	81%			
In Livermore's downtown area during the day	91%	90%	97%	98%	94%			
In Livermore's downtown area after dark	78%	74%	78%	80%	78%			

Question 7: Contact with Police Department (Percent "yes")						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
Have you had any in-person or phone contact with an employee of the City of Livermore Police						
Department within the last 12 months?	40%	44%	42%	36%	40%	

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
What was your overall impression of your most recent contact with the City of Livermore Police						
Department?	77%	68%	69%	75%	72%	

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")							
	Area						
	Northwest	Northeast	Southeast	Southwest	Overall		
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	14%	13%	9%	11%		
If yes, was this crime (these crimes) reported to the police?	46%	87%	76%	77%	74%		

Question 11: Resident Behaviors (Percent at least once in past 12 months)							
In the last 12 months, about how many times, if ever, have you or other household members	Area						
participated in the following activities in Livermore?	Northwest	Northeast	Southeast	Southwest	Overall		
Used Livermore public libraries or their services	66%	77%	83%	81%	77%		
Used Livermore recreation centers	61%	66%	70%	66%	66%		
Participated in a recreation program or activity	46%	48%	57%	56%	53%		
Visited a neighborhood park or City park	87%	94%	89%	91%	90%		
Ridden a local bus within Livermore	22%	29%	29%	18%	24%		
Attended a meeting of local elected officials or other local public meeting	19%	22%	24%	23%	22%		
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	38%	39%	36%	38%	38%		
Read Livermore Newsletter	90%	89%	88%	89%	89%		
Visited the City of Livermore Web site (at www.cityoflivermore.net)	69%	74%	73%	69%	71%		
Recycled used paper, cans or bottles from your home	98%	98%	97%	98%	98%		
Volunteered your time to some group or activity in Livermore	35%	47%	51%	56%	49%		
Participated in religious or spiritual activities in Livermore	39%	55%	48%	51%	49%		
Participated in a club or civic group in Livermore	22%	36%	34%	41%	34%		
Provided help to a friend or neighbor	96%	97%	94%	96%	96%		

Question 12: Neighborliness (Percent at least several times a week)								
	Area							
	Northwest	Northeast	Southeast	Southwest	Overall			
Visit with neighbors at least several times a week	54%	39%	49%	50%	48%			

	Area						
Please rate the quality of each of the following services in Livermore:	Northwest	Northeast	Southeast	Southwest	Overall		
Police services	78%	80%	75%	84%	79%		
Fire services	94%	91%	93%	93%	93%		
Ambulance or emergency medical services	96%	85%	87%	90%	89%		
Crime prevention	69%	64%	65%	66%	66%		
Fire prevention and education	83%	71%	73%	74%	75%		
Traffic enforcement	71%	62%	68%	71%	68%		
Street repair	46%	54%	58%	53%	53%		
Street cleaning	61%	71%	73%	70%	69%		
Street lighting	56%	65%	63%	58%	60%		
Sidewalk maintenance	41%	60%	57%	52%	53%		
Traffic signal timing	44%	59%	55%	52%	53%		
Bus or transit services	69%	66%	69%	57%	65%		
Garbage collection	79%	79%	88%	86%	83%		
Recycling	83%	82%	94%	86%	86%		
Yard waste pick-up	82%	78%	89%	81%	82%		
Storm drainage	76%	76%	80%	73%	76%		
Drinking water	51%	55%	56%	62%	57%		
Sewer services	78%	79%	76%	78%	78%		
Power (electric and/or gas) utility	84%	75%	75%	75%	77%		
City parks	80%	88%	87%	89%	86%		
Recreation programs or classes	85%	80%	87%	80%	83%		
Recreation centers or facilities	85%	82%	90%	79%	84%		
Land use, planning and zoning	53%	51%	65%	58%	57%		
Code enforcement (weeds, abandoned buildings, etc.)	42%	46%	58%	54%	51%		
Animal control	74%	73%	72%	73%	73%		
Economic development	50%	48%	53%	58%	53%		
Health services	71%	65%	68%	65%	67%		
Services to seniors	80%	70%	78%	64%	72%		
Services to youth	63%	62%	64%	49%	59%		

Question 13: Service Quality (Percent "excellent" or "good")							
	Area						
Please rate the quality of each of the following services in Livermore:	Northwest	Northeast	Southeast	Southwest	Overall		
Services to low-income people	56%	60%	47%	46%	51%		
Public library services	87%	67%	90%	89%	84%		
Public information services	77%	64%	74%	66%	70%		
Public schools	63%	68%	62%	68%	66%		
Cable television	65%	63%	56%	63%	62%		
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	49%	50%	48%	47%	48%		
Preservation of natural areas such as open space, farmlands and greenbelts	75%	64%	77%	76%	73%		

Question 14: Government Services Overall (Percent "excellent" or "good")							
	Area						
Overall, how would you rate the quality of the services provided by each of the following?	Northwest	Northeast	Southeast	Southwest	Overall		
The City of Livermore	78%	75%	77%	83%	79%		
The Federal Government	28%	30%	31%	32%	31%		
The State Government	22%	27%	27%	24%	25%		
Alameda County Government	33%	34%	40%	34%	35%		

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)								
	Area							
Please indicate how likely or unlikely you are to do each of the following:	Northwest	Northeast	Southeast	Southwest	Overall			
Recommend living in Livermore to someone who asks	89%	94%	95%	97%	94%			
Remain in Livermore for the next five years	83%	90%	88%	95%	90%			

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
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:	7%	16%	14%	14%	13%	

Question 17: Contact with Fire Department (Percent "yes")						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
Have you had any in-person or phone contact with an employee of the City of Livermore Fire						
Department within the last 12 months?	13%	12%	15%	20%	15%	

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
What was your overall impression of your most recent contact with the City of Livermore Fire Department?	91%	78%	97%	95%	92%	

Question 19: Contact with City Employees (Percent "yes")						
	Area					
	Northwest	Northeast	Southeast	Southwest	Overall	
Have you had any in-person, phone or email with an employee of the City of Livermore within the last 12 months (including police, receptionists, planners or any others)?	36%	40%	48%	42%	42%	

Question 20: City Employees (Percent "excellent" or "good")							
	Area						
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Northwest	Northeast	Southeast	Southwest	Overall		
Knowledge	82%	89%	83%	88%	86%		
Responsiveness	81%	82%	83%	83%	82%		
Courtesy	86%	85%	78%	84%	83%		
Overall impression	79%	86%	79%	88%	83%		

Question 21: Government Performance (Percent "excellent" or "good")								
	Area							
Please rate the following categories of Livermore government performance:	Northwest	Northeast	Southeast	Southwest	Overall			
The value of services for the taxes paid to Livermore	56%	61%	59%	59%	59%			
The overall direction that Livermore is taking	62%	61%	67%	65%	64%			
The job Livermore government does at welcoming citizen involvement	53%	54%	56%	61%	56%			