



# CITY OF SUNNYVALE, CA 2013



2955 Valmont Road, Suite 300  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

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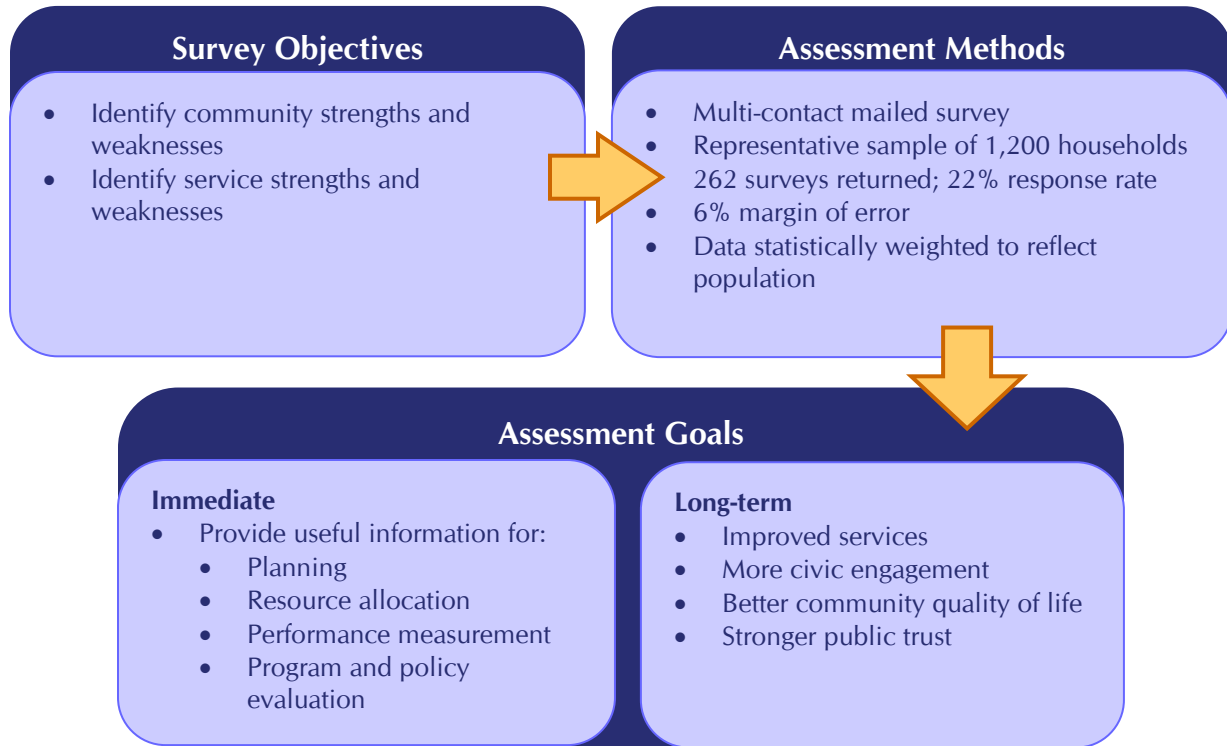
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## SURVEY BACKGROUND

### 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 262 completed surveys were obtained, providing an overall response rate of 22%. Typically, response rates obtained on citizen surveys range from 20% 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 crosstabulations 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 (262 completed surveys) is plus or minus six 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 54-66% 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 eight 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 85% 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 in Sunnyvale.

Ratings of community characteristics were compared to the benchmark database. Of the 19 characteristics for which comparisons were available, 11 were above the national benchmark comparison, six were similar to the national benchmark comparison and two were 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, 88% had visited a neighborhood or City park.

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. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to all local government services. City services rated were able to be compared to the benchmark database. Of the 24 services for which comparisons were available, 22 were above the benchmark comparison, two were similar to the benchmark comparison and none were below.

## 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.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

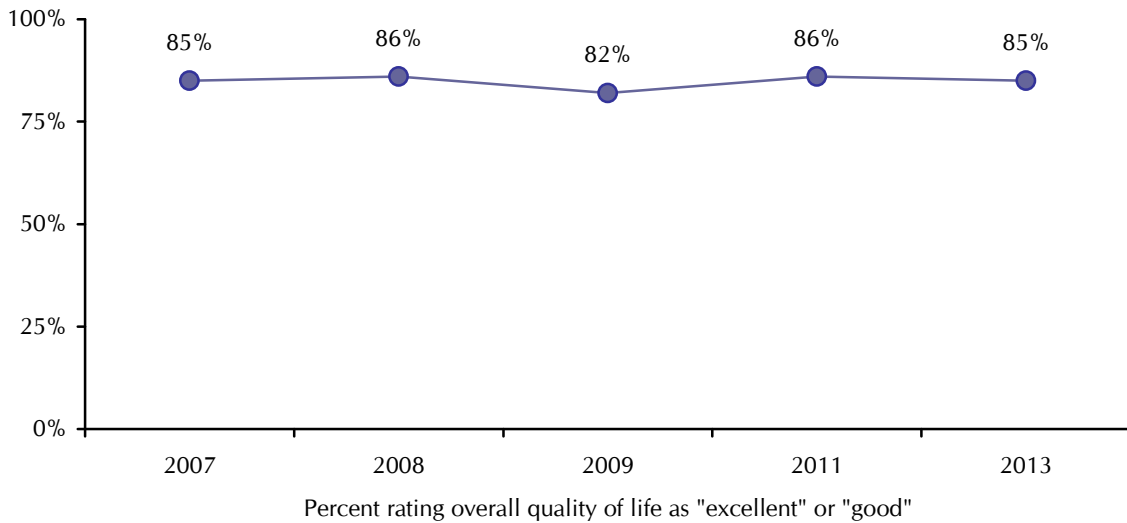


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
The overall quality of life in Sunnyvale	85%	86%	82%	86%	85%	NA	NA	NA
Your neighborhood as a place to live	82%	83%	81%	78%	84%	NA	NA	NA
Sunnyvale as a place to live	94%	92%	87%	92%	93%	94%	94%	95%
Percent "excellent" or "good"								



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

Likelihood of Remaining in Community and Recommending Community by Year								
	2013	2011	2009	2008	2007	2005	2003	2002
Recommend living in Sunnyvale to someone who asks	93%	95%	92%	93%	NA	NA	NA	NA
Remain in Sunnyvale for the next five years	84%	83%	82%	82%	NA	NA	NA	NA

Percent "somewhat" or "very" likely

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Sunnyvale	Similar
Your neighborhood as place to live	Similar
Sunnyvale as a place to live	Above
Recommend living in Sunnyvale to someone who asks	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 four aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking in Sunnyvale was given the most positive rating, followed by the ease of car travel. These ratings were higher than the benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Ease of car travel in Sunnyvale	69%	NA	NA	NA	NA	NA	NA	NA
Ease of bicycle travel in Sunnyvale	58%	62%	59%	59%	51%	NA	NA	NA
Ease of walking in Sunnyvale	72%	70%	64%	67%	68%	NA	NA	NA
Traffic flow on major streets	56%	NA	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Sunnyvale	Much above
Ease of bicycle travel in Sunnyvale	Above
Ease of walking in Sunnyvale	Much above
Traffic flow on major streets	Above

Four transportation services were rated in Sunnyvale. Compared to most communities across America, ratings tended to be positive. All ratings were above the benchmark comparison.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Street repair	54%	59%	58%	58%	60%	78%	76%	79%
Street cleaning	77%	72%	65%	68%	63%	NA	NA	NA
Street lighting	71%	76%	68%	74%	70%	87%	91%	85%
Traffic signal timing	NA	62%	58%	61%	63%	82%	83%	79%

Percent "excellent" or "good"

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Above
Street cleaning	Much above
Street lighting	Above
Sidewalk maintenance	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, 6% of work commute trips were made by transit, 2% by bicycle and 1% by foot.

FIGURE 11: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Motorized vehicle by myself	75%	76%	78%	76%	NA	NA	NA	NA
Motorized vehicle with others	12%	7%	8%	10%	NA	NA	NA	NA
Bus, rail, subway or other public transportation	6%	7%	2%	3%	NA	NA	NA	NA
Walk	1%	3%	4%	3%	NA	NA	NA	NA
Bicycle	2%	2%	2%	3%	NA	NA	NA	NA
Work at home	3%	6%	6%	6%	NA	NA	NA	NA
Other	0%	0%	0%	0%	NA	NA	NA	NA

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 survey of the City of Sunnyvale residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 18% 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.

FIGURE 13: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Availability of affordable quality housing Percent "excellent" or "good"	18%	24%	22%	23%	23%	NA	NA	NA

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. More than half of the survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2002	2003	2005	2007	2008	2009	2011	2013
Housing costs 30% or more of income Percent of respondents	NA	NA	NA	NA	56%	63%	57%	57%

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 quality of new development, the appearance of the City of Sunnyvale and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall appearance of Sunnyvale was rated as “excellent” or “good” by 81% of respondents and was above the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Sunnyvale, 3% thought they were a “major” problem. The services of animal control, code enforcement, and land use planning and zoning were rated above the benchmark.

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

	2013	2011	2009	2008	2007	2005	2003	2002
Overall appearance of Sunnyvale	81%	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

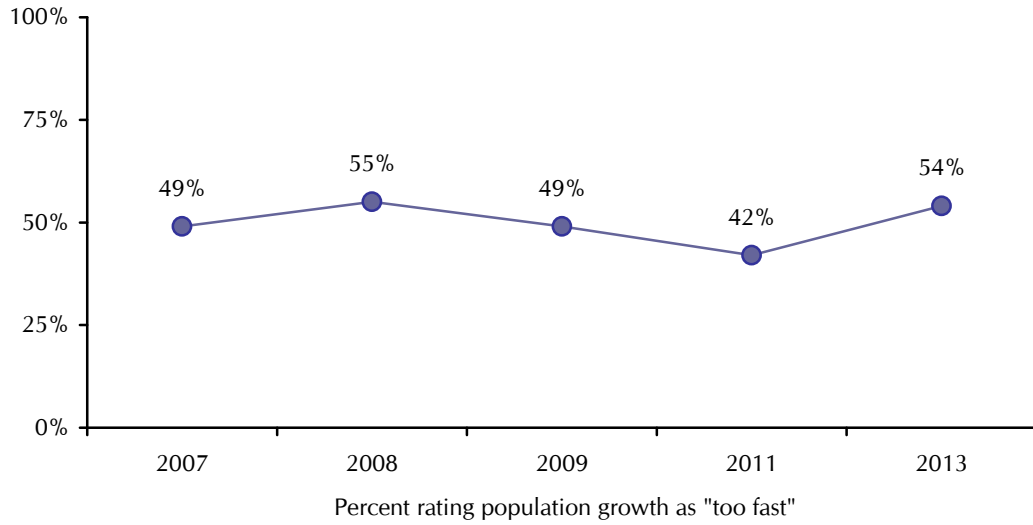


FIGURE 20: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR CHECK

	2002	2003	2005	2007	2008	2009	2011	2013
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Sunnyvale?	NA	NA	NA	NA	2%	NA	NA	3%

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Land use, planning and zoning	56%	NA	NA	NA	NA	NA	NA	NA
Code enforcement (weeds, abandoned buildings, etc.)	58%	NA	NA	64%	60%	75%	68%	61%
Animal control	78%	71%	71%	71%	75%	78%	74%	NA

Percent "excellent" or "good"

FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Above
Code enforcement (weeds, abandoned buildings, etc.)	Above
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.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated feature was Sunnyvale as a place to work. Employment opportunities received the lowest ratings, but it was much above the benchmark.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Employment opportunities	67%	NA	NA	NA	NA	NA	NA	NA
Sunnyvale as a place to work	86%	85%	81%	87%	84%	NA	NA	NA
Overall quality of business and service establishments in Sunnyvale	72%	NA	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Sunnyvale as a place to work	Much above
Overall quality of business and service establishments in Sunnyvale	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, 44% responded that it was “too slow,” while 34% reported retail growth as “too slow.” Fewer residents in Sunnyvale compared to other jurisdictions believed that retail growth was too slow and far fewer residents believed that jobs growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Jobs growth seen as too slow	44%	66%	74%	40%	47%	NA	NA	NA
Retail growth seen as too slow	34%	38%	43%	56%	46%	NA	NA	NA

Percent of respondents

FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

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

Residents were asked to reflect on their economic prospects in the near term. Thirty-four 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 in comparison jurisdictions.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

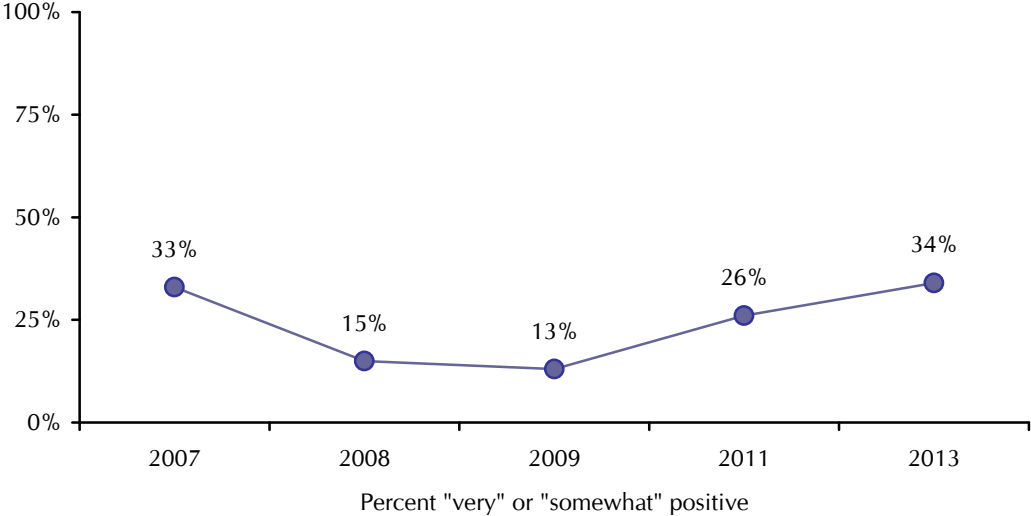


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

	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. A majority gave positive ratings of safety in the City of Sunnyvale. About 86% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 71% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Feelings of safety from property crimes decreased from 2011 to 2013.

FIGURE 31: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Safety in your neighborhood during the day	94%	96%	92%	96%	96%	100%	99%	100%
Safety in your neighborhood after dark	79%	79%	77%	80%	83%	94%	92%	95%
Safety in Sunnyvale's downtown area during the day	93%	92%	87%	94%	95%	99%	99%	100%
Safety in Sunnyvale's downtown area after dark	71%	66%	67%	68%	68%	91%	87%	84%
Safety from violent crime (e.g., rape, assault, robbery)	86%	88%	85%	87%	88%	NA	NA	NA
Safety from property crimes (e.g, burglary, theft)	57%	74%	73%	75%	69%	NA	NA	NA
Safety from environmental hazards	71%	78%	72%	79%	NA	NA	NA	NA

Percent "very" or "somewhat" safe

FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 12% 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, 83% had reported it to police. Compared to other jurisdictions about the same percent of Sunnyvale residents had been victims of crime in the 12 months preceding the survey and about the same percent of Sunnyvale residents had reported their most recent crime victimization to the police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
During the past 12 months, were you or anyone in your household the victim of any crime?	12%	5%	9%	8%	8%	NA	NA	NA
If yes, was this crime (these crimes) reported to the police?	83%	77%	74%	77%	77%	NA	NA	NA
Percent "yes"								

FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Similar

Residents rated five City public safety services; of these, all five were rated above the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Ratings generally remained stable over time.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Police services	89%	88%	83%	87%	89%	91%	90%	93%
Fire services	95%	93%	95%	93%	94%	94%	92%	95%
Ambulance or emergency medical services	90%	95%	89%	89%	90%	93%	89%	85%
Traffic enforcement	74%	75%	70%	72%	73%	80%	70%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	76%	NA	NA	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Above
Ambulance or emergency medical services	Above
Traffic enforcement	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	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.

Residents of the City of Sunnyvale were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 77% of survey respondents. The cleanliness of Sunnyvale received the highest rating, and it was above the benchmark.

FIGURE 37: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

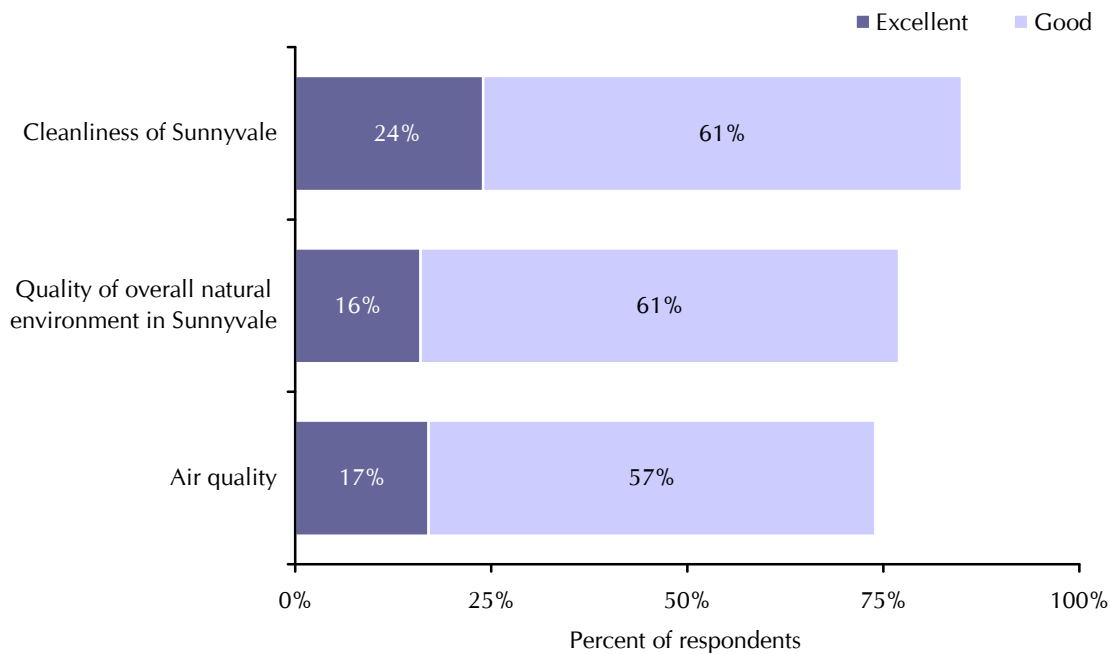


FIGURE 38: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Sunnyvale	Above
Quality of overall natural environment in Sunnyvale	Similar
Air quality	Similar

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

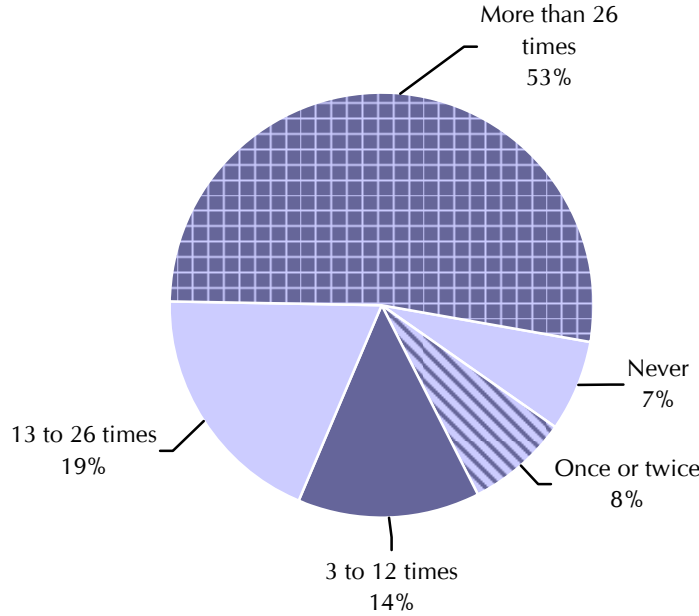


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the four utility services rated by those completing the questionnaire, two were higher than the benchmark comparison, two were similar and none were below the benchmark comparison. These service ratings trends tended to be stable over time.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Sewer services	82%	82%	78%	82%	78%	85%	NA	NA
Drinking water	75%	75%	65%	69%	66%	65%	69%	71%
Recycling	84%	77%	76%	76%	76%	NA	NA	NA
Garbage collection	87%	84%	82%	82%	81%	85%	85%	86%

Percent "excellent" or "good"

FIGURE 42: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Above
Drinking water	Similar
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 opportunities in the City of Sunnyvale were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation facilities were all rated above the benchmark. Parks and recreation ratings increased or remained stable over time.

Resident use of Sunnyvale parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Sunnyvale recreation centers was similar to the percent of users in comparison jurisdictions. However, recreation program use in Sunnyvale was lower than use in comparison jurisdictions.

FIGURE 43: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

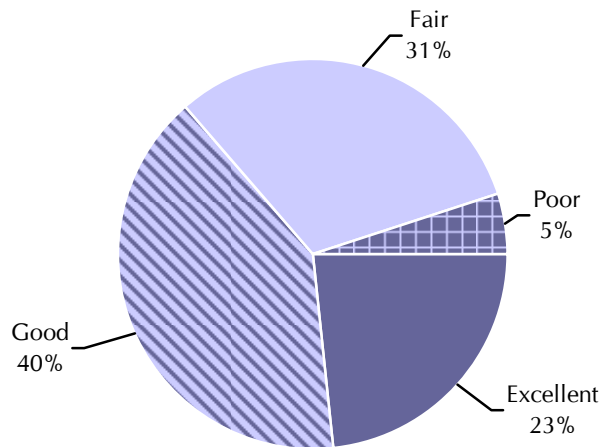


FIGURE 44: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Similar



FIGURE 45: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Used Sunnyvale recreation centers	55%	52%	55%	52%	41%	NA	NA	NA
Participated in a recreation program or activity	41%	43%	43%	35%	37%	NA	NA	NA
Visited a neighborhood park or City park	88%	86%	87%	89%	90%	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 46: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

FIGURE 47: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
City parks	87%	88%	81%	85%	88%	89%	67%	70%
Recreation programs or classes	89%	84%	79%	80%	77%	82%	79%	82%
Recreation centers or facilities	86%	84%	79%	78%	76%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 48: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Above
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 71% 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.

FIGURE 49: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Used Sunnyvale public libraries or its services	71%	69%	78%	70%	73%	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 50: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Sunnyvale public library or its services	Similar

FIGURE 51: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Public schools	80%	67%	61%	68%	NA	NA	NA	NA
Public library services	89%	86%	80%	90%	87%	86%	87%	88%

Percent "excellent" or "good"

FIGURE 52: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Above
Public library services	Above

FIGURE 53: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

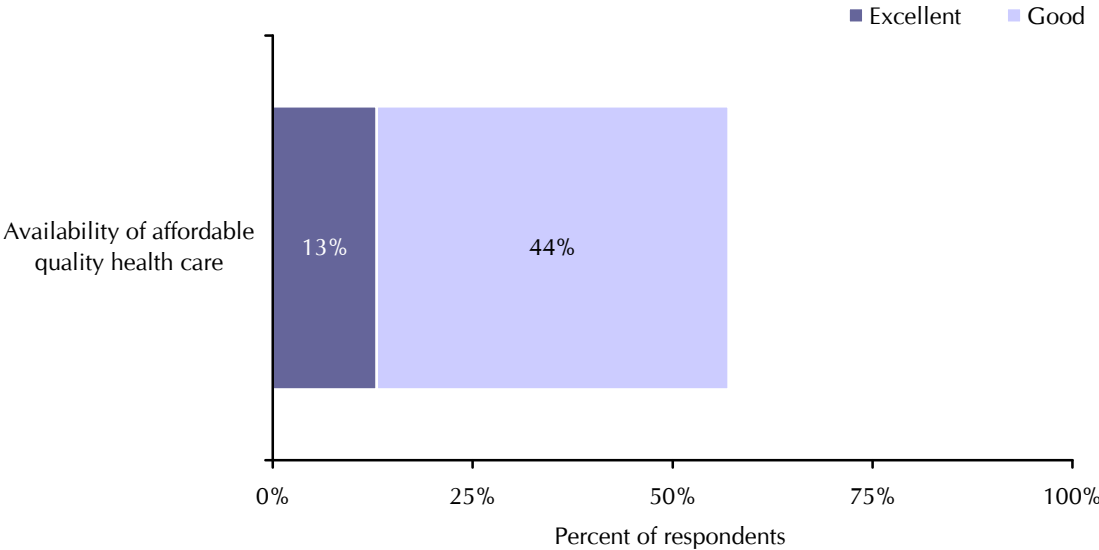


FIGURE 54: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Availability of affordable quality health care	Similar

## 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. They were also questioned about the quality of services delivered to various population subgroups, including older adults, residents with few resources. 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 rated it as an excellent or good place to retire. Most 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 lower than the benchmark. Ratings for the sense of community increased from 2009 to 2013.

FIGURE 55: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Sense of community	71%	67%	58%	62%	65%	59%	NA	NA
Openness and acceptance of the community toward people of diverse backgrounds	83%	83%	80%	82%	85%	NA	NA	NA
Availability of affordable quality child care	35%	40%	31%	32%	31%	59%	56%	NA
Sunnyvale as a place to raise children	86%	82%	81%	77%	81%	NA	NA	NA
Sunnyvale as a place to retire	54%	53%	55%	61%	49%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 56: 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	Below
Sunnyvale as a place to raise kids	Above
Sunnyvale as a place to retire	Below

Services to more vulnerable populations (e.g., seniors or low-income residents) ranged from 63% to 83% with ratings of “excellent” or “good.” Both services were much above the benchmark.

FIGURE 57: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

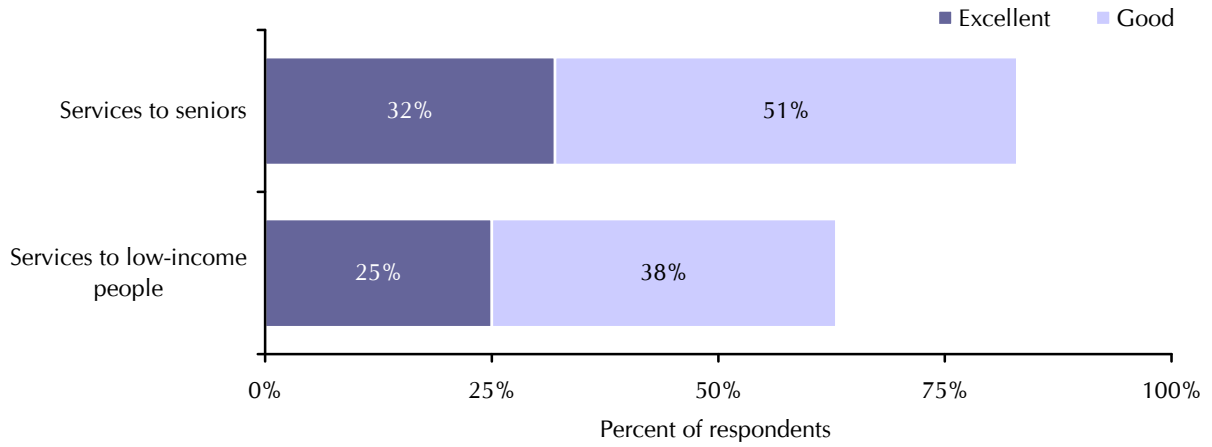


FIGURE 58: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to low income people	Much above

## 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

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Sunnyvale. Survey participants rated the volunteer opportunities in the City of Sunnyvale favorably. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was much above the benchmark while the rating for opportunities to volunteer was similar to the benchmark.

FIGURE 59: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

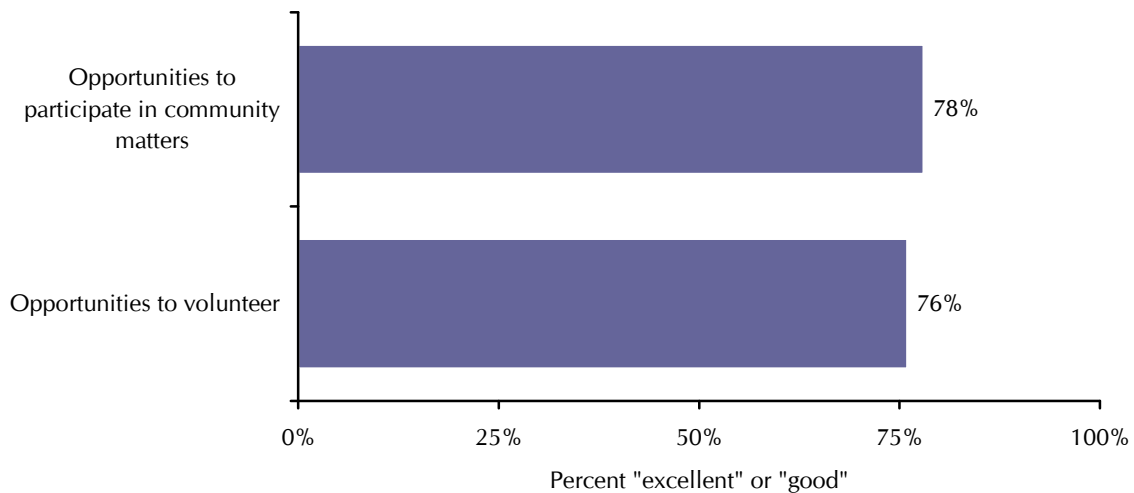


FIGURE 60: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Similar

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

FIGURE 61: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Attended a meeting of local elected officials or other local public meeting	14%	14%	17%	14%	13%	NA	NA	NA
Volunteered your time to some group or activity in Sunnyvale	30%	28%	29%	22%	NA	NA	NA	NA

Percent participating at least once in the last 12 months

FIGURE 62: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Volunteered your time to some group or activity in Sunnyvale	Much less

Seventy-seven percent of Sunnyvale residents reported they were registered to vote and 77% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 63: REPORTED VOTING BEHAVIOR BY YEAR<sup>1</sup>

	2013	2011	2009	2008	2007	2005	2003	2002
Registered to vote	77%	73%	77%	73%	65%	NA	NA	NA
Voted in the last general election	77%	71%	73%	69%	54%	NA	NA	NA

Percent "yes"

FIGURE 64: VOTING BEHAVIOR BENCHMARKS

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

<sup>1</sup> 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. When asked whether they had visited the City of Sunnyvale Web site in the previous 12 months, 68% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 65: USE OF INFORMATION SOURCES BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Read Sunnyvale Newsletter (Quarterly Report)	81%	84%	84%	87%	76%	NA	NA	NA
Visited the City of Sunnyvale Web site (at sunnyvale.ca.gov)	68%	NA	NA	NA	NA	NA	NA	NA

Percent using at least once in last 12 months

FIGURE 66: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Sunnyvale Newsletter (Quarterly Report)	More
Visited the City of Sunnyvale Web site	More

FIGURE 67: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Public information services	78%	77%	67%	78%	72%	NA	NA	NA

Percent "excellent" or "good"

FIGURE 68: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Much above



## Social Engagement

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

FIGURE 69: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
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)?	45%	41%	NA	NA	NA	NA	NA	NA
Percent "at least several times per week"								

FIGURE 70: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	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, 63% rated it as “excellent” or “good.” Of these four ratings, all were above the benchmark.

FIGURE 71: PUBLIC TRUST RATINGS BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
The value of services for the taxes paid to Sunnyvale	66%	64%	65%	66%	70%	NA	NA	NA
The overall direction that Sunnyvale is taking	70%	69%	59%	66%	65%	NA	NA	NA
The job Sunnyvale government does at welcoming citizen involvement	63%	58%	58%	56%	70%	NA	NA	NA
Overall image or reputation of Sunnyvale	84%	79%	71%	80%	79%	NA	NA	NA

Percent "excellent" or "good"

Note: In previous years, these questions were asked on an “agree/disagree” scale.

\* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 72: 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	Much above

On average, residents of the City of Sunnyvale gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Sunnyvale was rated as “excellent” or “good” by 86% of survey participants. The City of Sunnyvale’s rating was above the benchmark when compared to other communities in the nation. Ratings of overall City services remained stable over time.

FIGURE 73: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF SUNNYVALE BY YEAR

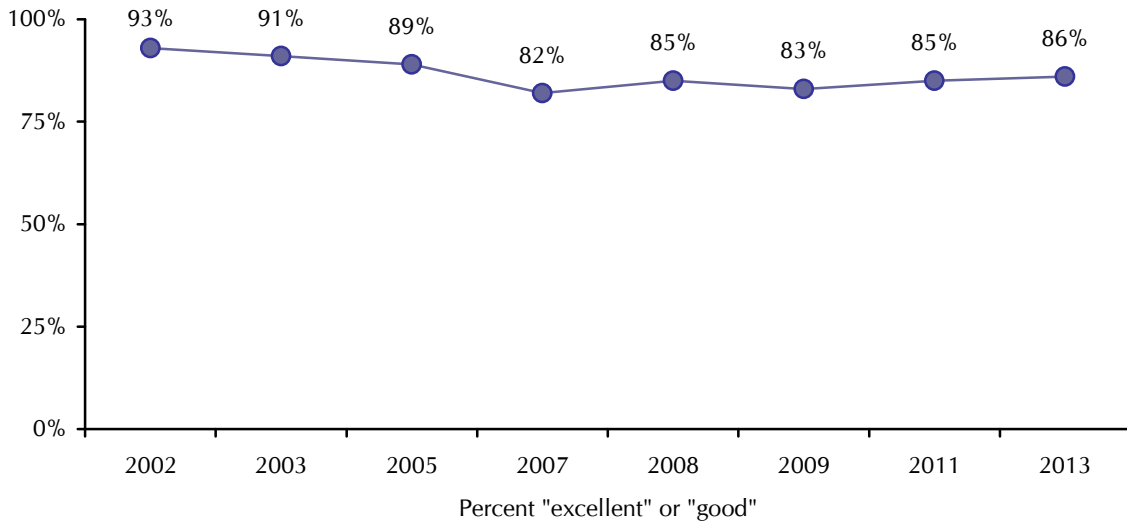


FIGURE 74: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Services provided by City of Sunnyvale	86%	85%	83%	85%	82%	89%	91%	93%
Services provided by the Federal Government	46%	46%	42%	43%	36%	NA	NA	NA
Services provided by the State Government	43%	43%	34%	47%	47%	NA	NA	NA
Services provided by Santa Clara County Government	60%	55%	54%	62%	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 75: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Sunnyvale	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 45% who reported that they had been in contact (a percent that is less 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; 88% of respondents rated their overall impression as "excellent" or "good." Employees' ratings tended to be higher than than the benchmark and were similar to past survey years.

FIGURE 76: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

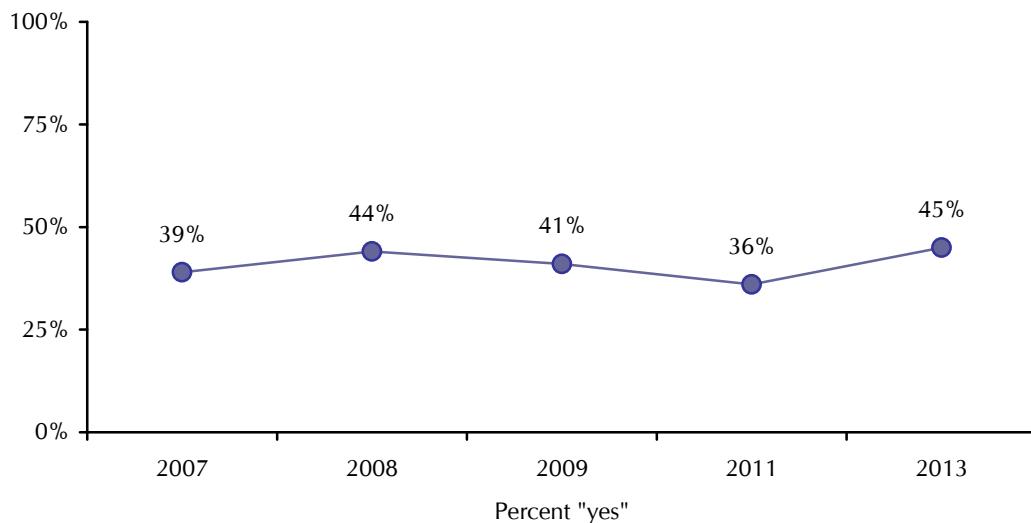


FIGURE 77: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 78: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2013	2011	2009	2008	2007	2005	2003	2002
Knowledge	86%	82%	81%	76%	83%	NA	NA	NA
Responsiveness	83%	81%	74%	68%	77%	NA	NA	NA
Courtesy	91%	85%	75%	82%	82%	NA	NA	88%
Overall impression	88%	81%	75%	76%	79%	NA	NA	79%

Percent "excellent" or "good"

FIGURE 79: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

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

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

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	70%	27%	3%	1%	0%	100%
In Sunnyvale parks after dark	9%	45%	22%	21%	4%	100%
When driving, based on road conditions in the City of Sunnyvale	41%	41%	12%	5%	1%	100%

Custom Question 2					
Please indicate the extent to which you agree or disagree with this statement: "Information provided by the City of Sunnyvale is accessible, timely and relevant" for each of the following:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The City's cable television channel (KSUN-15)	21%	64%	12%	4%	100%
The City's Web site (sunnyvale.ca.gov)	38%	58%	4%	0%	100%
The City's newsletter (Quarterly Report)	49%	49%	2%	0%	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	18%
Somewhat confident	70%
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	5%
1-2 times	11%
3-4 times	17%
5-6 times	15%
7 or more times	52%
Total	100%

Custom Question 5	
To what degree, if at all, are code enforcement issues a problem in Sunnyvale?	Percent of respondents
Not a problem	38%
Minor problem	39%
Moderate problem	15%
Major problem	8%
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	45%	49%	4%	1%	100%
Your neighborhood as a place to live	38%	44%	15%	3%	100%
Sunnyvale as a place to raise children	41%	45%	12%	3%	100%
Sunnyvale as a place to work	37%	49%	12%	2%	100%
Sunnyvale as a place to retire	24%	30%	31%	16%	100%
The overall quality of life in Sunnyvale	32%	54%	13%	1%	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%	54%	22%	7%	100%
Openness and acceptance of the community toward people of diverse backgrounds	37%	46%	14%	2%	100%
Overall appearance of Sunnyvale	22%	59%	15%	4%	100%
Cleanliness of Sunnyvale	24%	61%	11%	4%	100%
Overall quality of business and service establishments in Sunnyvale	17%	56%	25%	3%	100%
Recreational opportunities	23%	40%	31%	5%	100%
Employment opportunities	23%	44%	26%	7%	100%
Opportunities to volunteer	26%	52%	19%	2%	100%
Opportunities to participate in community matters	24%	52%	20%	4%	100%
Ease of car travel in Sunnyvale	29%	39%	27%	5%	100%
Ease of bicycle travel in Sunnyvale	22%	37%	31%	11%	100%
Ease of walking in Sunnyvale	30%	42%	22%	6%	100%
Traffic flow on major streets	9%	47%	35%	9%	100%
Availability of affordable quality housing	3%	15%	39%	43%	100%
Availability of affordable quality child care	4%	31%	44%	21%	100%
Availability of affordable quality health care	13%	44%	31%	12%	100%
Air quality	17%	57%	22%	4%	100%
Quality of overall natural environment in Sunnyvale	16%	61%	20%	3%	100%
Overall image or reputation of Sunnyvale	29%	56%	14%	2%	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	0%	1%	45%	35%	19%	100%
Retail growth (stores, restaurants, etc.)	9%	25%	53%	7%	6%	100%
Jobs growth	8%	36%	50%	4%	2%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Sunnyvale?	Percent of respondents
Not a problem	27%
Minor problem	54%
Moderate problem	16%
Major problem	3%
Total	100%

Question 5: 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%	43%	9%	5%	0%	100%
Property crimes (e.g., burglary, theft)	18%	40%	15%	22%	6%	100%
Environmental hazards, including toxic waste	40%	31%	19%	9%	1%	100%

Question 6: 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	68%	25%	3%	3%	0%	100%
In your neighborhood after dark	29%	50%	11%	7%	3%	100%
In Sunnyvale's downtown area during the day	65%	28%	4%	3%	0%	100%
In Sunnyvale's downtown area after dark	27%	44%	20%	6%	3%	100%

Question 7: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	17%
Yes	83%
Total	100%

Question 9: 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 library or its services	29%	22%	19%	16%	13%	100%
Used Sunnyvale recreation centers	45%	23%	18%	9%	5%	100%
Participated in a recreation program or activity	59%	21%	12%	6%	2%	100%
Visited a neighborhood park or City park	12%	18%	32%	16%	22%	100%
Attended a meeting of local elected officials or other local public meeting	86%	9%	4%	1%	0%	100%
Read Sunnyvale Newsletter (Quarterly Report)	19%	32%	40%	6%	3%	100%
Visited the City of Sunnyvale Web site (at sunnyvale.ca.gov)	32%	26%	27%	8%	7%	100%
Recycled used paper, cans or bottles from your home	7%	8%	14%	19%	53%	100%
Volunteered your time to some group or activity in Sunnyvale	70%	15%	8%	3%	3%	100%
Visited Columbia Neighborhood Center for services, activities or programs	89%	5%	4%	2%	0%	100%

Question 10: 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	22%
Several times a week	22%
Several times a month	18%
Less than several times a month	37%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Sunnyvale:	Excellent	Good	Fair	Poor	Total
Police services	45%	44%	8%	3%	100%
Fire services	56%	40%	4%	1%	100%
Ambulance or emergency medical services	52%	38%	9%	1%	100%
Traffic enforcement	20%	54%	20%	5%	100%
Street repair	11%	43%	36%	10%	100%
Street cleaning	20%	57%	19%	4%	100%
Street lighting	18%	53%	23%	7%	100%
Sidewalk maintenance	14%	48%	28%	10%	100%
Garbage collection	32%	55%	11%	2%	100%
Recycling	37%	47%	11%	5%	100%
Drinking water	25%	50%	18%	7%	100%
Sewer services	26%	57%	17%	1%	100%
City parks	41%	46%	12%	1%	100%
Recreation programs or classes	31%	59%	11%	0%	100%
Recreation centers or facilities	29%	57%	13%	0%	100%
Land use, planning and zoning	12%	44%	34%	10%	100%
Code enforcement (weeds, abandoned buildings, etc.)	11%	47%	30%	12%	100%
Animal control	22%	56%	17%	5%	100%
Services to seniors	32%	51%	17%	1%	100%
Services to low-income people	25%	38%	29%	8%	100%
Public library services	48%	41%	10%	1%	100%
Public information services	28%	50%	19%	3%	100%
Public schools	26%	54%	15%	5%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	58%	16%	9%	100%

Question 12: 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	21%	65%	13%	1%	100%
The Federal Government	7%	40%	40%	14%	100%
The State Government	7%	37%	39%	18%	100%
Santa Clara County Government	7%	53%	37%	3%	100%

Question 13: 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	55%
Yes	45%
Total	100%

Question 14: 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	38%	49%	10%	4%	100%
Responsiveness	47%	36%	15%	3%	100%
Courtesy	52%	39%	4%	5%	100%
Overall impression	45%	43%	7%	5%	100%

Question 15: 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	16%	49%	30%	4%	100%
The overall direction that Sunnyvale is taking	13%	57%	26%	4%	100%
The job Sunnyvale government does at welcoming citizen involvement	15%	48%	28%	9%	100%

Question 16: 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	57%	36%	5%	2%	100%
Remain in Sunnyvale for the next five years	56%	27%	9%	7%	100%

Question 17: 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	9%
Somewhat positive	25%
Neutral	46%
Somewhat negative	15%
Very negative	5%
Total	100%

Question 18a: 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	70%	27%	3%	1%	0%	100%
In Sunnyvale parks after dark	9%	45%	22%	21%	4%	100%
When driving, based on road conditions in the City of Sunnyvale	41%	41%	12%	5%	1%	100%

Question 18b: Custom Question 2						
Please indicate the extent to which you agree or disagree with this statement: "Information provided by the City of Sunnyvale is accessible, timely and relevant" for each of the following:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	
The City's cable television channel (KSUN-15)	21%	64%	12%	4%	100%	
The City's Web site (sunnyvale.ca.gov)	38%	58%	4%	0%	100%	
The City's newsletter (Quarterly Report)	49%	49%	2%	0%	100%	

Question 18c: 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	18%
Somewhat confident	70%
Not confident at all	12%
Total	100%

Question 18d: 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	5%
1-2 times	11%
3-4 times	17%
5-6 times	15%
7 or more times	52%
Total	100%

Question 18e: Custom Question 5	
To what degree, if at all, are code enforcement issues a problem in Sunnyvale?	Percent of respondents
Not a problem	38%
Minor problem	39%
Moderate problem	15%
Major problem	8%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	64%
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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%
Bus, rail, subway or other public transportation	6%
Walk	1%
Bicycle	2%
Work at home	3%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Sunnyvale?	Percent of respondents
Less than 2 years	17%
2 to 5 years	23%
6 to 10 years	14%
11 to 20 years	22%
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	45%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	44%
Mobile home	0%
Other	1%
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	51%
Owned by you or someone in this house with a mortgage or free and clear	49%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the 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	6%
\$1,000 to \$1,499 per month	16%
\$1,500 to \$2,499 per month	40%
\$2,500 or more per month	29%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	63%
Yes	37%
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	77%
Yes	23%
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	12%
\$25,000 to \$49,999	14%
\$50,000 to \$99,999	21%
\$100,000 to \$149,999	28%
\$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	82%
Yes, I consider myself to be Spanish, Hispanic or Latino	18%
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	44%
Black or African American	0%
White	47%
Other	11%
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	5%
25 to 34 years	27%
35 to 44 years	19%
45 to 54 years	20%
55 to 64 years	11%
65 to 74 years	10%
75 years or older	8%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	50%
Male	50%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	20%
Yes	68%
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	20%
Yes	65%
Ineligible to vote	16%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	37%
Yes	63%
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	37%
Land line	46%
Both	17%
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	45%	118	49%	128	4%	11	1%	3	0%	0	100%
Your neighborhood as a place to live	38%	98	44%	114	15%	39	3%	7	1%	2	100%	260
Sunnyvale as a place to raise children	35%	90	38%	100	10%	26	2%	6	14%	37	100%	259
Sunnyvale as a place to work	29%	76	38%	100	9%	24	2%	5	21%	55	100%	260
Sunnyvale as a place to retire	19%	48	23%	58	24%	60	12%	31	23%	58	100%	255
The overall quality of life in Sunnyvale	32%	82	54%	140	13%	34	1%	4	0%	0	100%	260

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%	41	52%	132	21%	53	7%	18	4%	9	100%
Openness and acceptance of the community toward people of diverse backgrounds	36%	93	45%	115	14%	36	2%	6	3%	8	100%	257
Overall appearance of Sunnyvale	22%	57	59%	153	15%	38	4%	11	0%	0	100%	259
Cleanliness of Sunnyvale	24%	61	61%	161	11%	29	4%	10	0%	0	100%	261
Overall quality of business and service establishments in Sunnyvale	16%	42	54%	140	24%	63	2%	6	2%	6	100%	258
Recreational opportunities	22%	57	39%	100	30%	77	5%	14	4%	11	100%	259
Employment opportunities	17%	43	32%	84	19%	49	5%	14	27%	69	100%	260
Opportunities to volunteer	19%	48	37%	95	14%	35	2%	4	30%	77	100%	259
Opportunities to participate in community matters	19%	48	40%	102	15%	39	3%	8	23%	60	100%	257
Ease of car travel in Sunnyvale	29%	75	39%	100	26%	68	4%	12	1%	3	100%	258
Ease of bicycle travel in Sunnyvale	18%	45	30%	77	25%	66	9%	22	19%	49	100%	260
Ease of walking in Sunnyvale	29%	73	40%	104	21%	53	6%	16	4%	11	100%	256

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	
	Traffic flow on major streets	9%	24	46%	119	35%	89	9%	24	0%	1	100%
Availability of affordable quality housing	3%	7	14%	35	35%	89	38%	99	11%	28	100%	259
Availability of affordable quality child care	2%	5	16%	40	22%	55	10%	27	50%	128	100%	255
Availability of affordable quality health care	10%	26	34%	87	24%	62	9%	23	22%	56	100%	255
Air quality	17%	44	55%	144	22%	56	4%	10	2%	6	100%	260
Quality of overall natural environment in Sunnyvale	16%	41	60%	153	19%	49	3%	7	2%	4	100%	256
Overall image or reputation of Sunnyvale	28%	74	55%	143	14%	36	2%	5	1%	3	100%	261

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%	0	1%	2	33%	84	25%	66	14%	35	27%	70	100%
Retail growth (stores, restaurants, etc.)	7%	19	21%	54	45%	115	6%	16	5%	13	16%	41	100%	259
Jobs growth	5%	12	21%	55	30%	77	2%	6	1%	3	41%	107	100%	260

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Sunnyvale?	Percent of respondents	Count
Not a problem	23%	58
Minor problem	47%	119
Moderate problem	14%	35
Major problem	3%	7
Don't know	14%	34
Total	100%	253

Question 5: 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%	105	41%	106	8%	22	5%	13	0%	0	4%	10	100%
Property crimes (e.g., burglary, theft)	17%	44	39%	99	14%	37	21%	55	6%	15	3%	7	100%	257
Environmental hazards, including toxic waste	36%	92	27%	71	17%	44	8%	21	1%	2	11%	29	100%	257

Question 6: 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	68%	177	25%	66	3%	9	3%	7	0%	1	0%	0	100%
In your neighborhood after dark	29%	75	50%	128	11%	28	7%	19	3%	7	1%	3	100%	259
In Sunnyvale's downtown area during the day	61%	157	26%	68	4%	10	3%	7	0%	1	6%	15	100%	258
In Sunnyvale's downtown area after dark	23%	60	38%	98	18%	45	5%	13	3%	7	13%	34	100%	258

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	86%	219
Yes	12%	31
Don't know	2%	5
Total	100%	255

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	17%	5
Yes	83%	26
Don't know	0%	0
Total	100%	31

Question 9: 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 library or its services	29%	75	22%	58	19%	49	16%	42	13%	34	100%	258
Used Sunnyvale recreation centers	45%	116	23%	60	18%	46	9%	24	5%	12	100%	258
Participated in a recreation program or activity	59%	152	21%	53	12%	30	6%	15	2%	6	100%	256
Visited a neighborhood park or City park	12%	30	18%	46	32%	81	16%	41	22%	57	100%	255
Attended a meeting of local elected officials or other local public meeting	86%	222	9%	24	4%	9	1%	2	0%	1	100%	258
Read Sunnyvale Newsletter (Quarterly Report)	19%	49	32%	82	40%	104	6%	16	3%	7	100%	258
Visited the City of Sunnyvale Web site (at sunnyvale.ca.gov)	32%	82	26%	67	27%	68	8%	20	7%	17	100%	254
Recycled used paper, cans or bottles from your home	7%	17	8%	20	14%	36	19%	47	53%	134	100%	253
Volunteered your time to some group or activity in Sunnyvale	70%	181	15%	40	8%	21	3%	7	3%	8	100%	257
Visited Columbia Neighborhood Center for services, activities or programs	89%	229	5%	13	4%	11	2%	4	0%	0	100%	256

Question 10: 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	22%	57
Several times a week	22%	57
Several times a month	18%	46
Less than several times a month	37%	96
Total	100%	256

Question 11: Service Quality												
Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	39%	97	38%	96	7%	16	3%	8	14%	35	100%
Fire services	41%	104	29%	74	3%	8	0%	1	26%	66	100%	252
Ambulance or emergency medical services	31%	79	23%	58	6%	14	1%	1	40%	100	100%	252
Traffic enforcement	17%	42	44%	110	17%	42	4%	11	18%	46	100%	250
Street repair	11%	27	40%	102	34%	85	9%	24	6%	15	100%	253
Street cleaning	19%	47	53%	133	18%	45	4%	9	6%	15	100%	250
Street lighting	17%	44	52%	130	22%	56	6%	16	2%	6	100%	252
Sidewalk maintenance	13%	33	44%	111	26%	65	9%	23	8%	20	100%	252
Garbage collection	31%	79	54%	135	11%	27	2%	4	2%	6	100%	252
Recycling	34%	86	43%	107	10%	26	5%	11	8%	21	100%	251
Drinking water	24%	59	48%	120	17%	43	7%	16	5%	13	100%	252
Sewer services	22%	56	49%	124	15%	38	0%	1	13%	33	100%	252
City parks	38%	95	42%	106	11%	28	1%	3	7%	19	100%	250
Recreation programs or classes	18%	46	35%	88	6%	16	0%	0	41%	103	100%	253
Recreation centers or facilities	19%	47	38%	93	9%	22	0%	1	34%	83	100%	246
Land use, planning and zoning	7%	18	27%	67	21%	53	6%	15	38%	93	100%	246

Question 11: Service Quality												
Please rate the quality of each of the following services in Sunnyvale:	Excellent		Good		Fair		Poor		Don't know		Total	
	Code enforcement (weeds, abandoned buildings, etc.)	7%	17	29%	72	18%	46	8%	19	38%	96	100%
Animal control	13%	32	33%	84	10%	25	3%	8	41%	102	100%	251
Services to seniors	13%	33	21%	53	7%	18	1%	1	58%	146	100%	251
Services to low-income people	9%	23	13%	34	10%	25	3%	8	64%	162	100%	251
Public library services	38%	96	33%	83	8%	19	1%	2	21%	53	100%	253
Public information services	21%	51	36%	90	14%	35	2%	5	27%	68	100%	249
Public schools	16%	39	33%	81	9%	23	3%	8	38%	95	100%	246
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	20	27%	66	7%	18	4%	10	53%	127	100%	241

Question 12: 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	20%	50	61%	154	12%	31	1%	2	5%	13	100%
The Federal Government	5%	13	32%	79	32%	80	11%	28	20%	50	100%	250
The State Government	5%	13	30%	74	31%	79	14%	35	20%	49	100%	250
Santa Clara County Government	5%	13	39%	98	27%	69	2%	6	26%	65	100%	250

Question 13: 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	55%	138
Yes	45%	111
Total	100%	249



Question 14: 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	38%	42	48%	53	10%	11	4%	4	1%	1	100%
Responsiveness	46%	51	36%	40	14%	16	3%	3	1%	1	100%	111
Courtesy	52%	57	39%	43	4%	4	5%	6	1%	1	100%	111
Overall impression	44%	49	43%	47	7%	8	5%	6	1%	1	100%	110

Question 15: 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	14%	35	43%	107	26%	65	4%	10	13%	34	100%
The overall direction that Sunnyvale is taking	11%	27	47%	119	21%	54	4%	9	17%	42	100%	250
The job Sunnyvale government does at welcoming citizen involvement	10%	24	30%	76	18%	44	6%	15	36%	90	100%	250

Question 16: 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	56%	146	36%	93	5%	12	2%	6	1%	2	100%
Remain in Sunnyvale for the next five years	54%	139	26%	67	9%	23	7%	17	4%	11	100%	257

Question 17: 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	9%	23
Somewhat positive	25%	65
Neutral	46%	118
Somewhat negative	15%	39
Very negative	5%	12
Total	100%	255

Question 18a: 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	63%	163	24%	63	2%	6	0%	1	0%	0	10%	26	100%
In Sunnyvale parks after dark	6%	16	32%	84	16%	41	15%	39	3%	7	28%	72	100%	259
When driving, based on road conditions in the City of Sunnyvale	41%	107	40%	105	12%	31	5%	14	1%	2	1%	2	100%	261

Question 18b: Custom Question 2													
Please indicate the extent to which you agree or disagree with this statement: "Information provided by the City of Sunnyvale is accessible, timely and relevant" for each of the following:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total		
	The City's cable television channel (KSUN-15)	5%	14	16%	42	3%	8	1%	2	74%	192	100%	258
The City's Web site (sunnyvale.ca.gov)	25%	64	38%	98	3%	8	0%	1	34%	88	100%	258	
The City's newsletter (Quarterly Report)	36%	94	37%	95	2%	5	0%	0	25%	65	100%	259	

Question 18c: 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	14%	37
Somewhat confident	57%	147
Not confident at all	10%	25
Don't know	19%	49
Total	100%	257

Question 18d: Custom Question 3		
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	5%	13
1-2 times	11%	28
3-4 times	17%	46
5-6 times	15%	40
7 or more times	52%	135
Total	100%	261

Question 18e: Custom Question 3		
To what degree, if at all, are code enforcement issues a problem in Sunnyvale?	Percent of respondents	Count
Not a problem	20%	52
Minor problem	20%	53
Moderate problem	8%	20
Major problem	4%	11
Don't know	48%	123
Total	100%	259

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	28%	71
Yes, full-time	64%	164
Yes, part-time	9%	22
Total	100%	257

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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	12%
Bus, rail, subway or other public transportation	6%
Walk	1%
Bicycle	2%
Work at home	3%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Sunnyvale?	Percent of respondents	Count
Less than 2 years	17%	46
2 to 5 years	23%	60
6 to 10 years	14%	36
11 to 20 years	22%	58
More than 20 years	24%	62
Total	100%	262

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	45%	118
House attached to one or more houses (e.g., a duplex or townhome)	10%	25
Building with two or more apartments or condominiums	44%	114
Mobile home	0%	0
Other	1%	4
Total	100%	261

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	51%	130
Owned by you or someone in this house with a mortgage or free and clear	49%	123
Total	100%	253

Question D6: Monthly Housing Cost		
About how much is the 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%	7
\$300 to \$599 per month	6%	14
\$600 to \$999 per month	6%	14
\$1,000 to \$1,499 per month	16%	40
\$1,500 to \$2,499 per month	40%	101
\$2,500 or more per month	29%	73
Total	100%	249

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	63%	161
Yes	37%	96
Total	100%	257

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	77%	200
Yes	23%	59
Total	100%	259

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	12%	28
\$25,000 to \$49,999	14%	34
\$50,000 to \$99,999	21%	51
\$100,000 to \$149,999	28%	68
\$150,000 or more	26%	64
Total	100%	246

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	82%	211
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	45
Total	100%	256

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	44%	113
Black or African American	0%	1
White	47%	119
Other	11%	28
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	5%	12
25 to 34 years	27%	70
35 to 44 years	19%	49
45 to 54 years	20%	52
55 to 64 years	11%	29
65 to 74 years	10%	25
75 years or older	8%	20
Total	100%	257

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	50%	130
Male	50%	128
Total	100%	258

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	20%	51
Yes	66%	172
Ineligible to vote	12%	30
Don't know	3%	7
Total	100%	260

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	20%	51
Yes	64%	168
Ineligible to vote	16%	41
Don't know	0%	1
Total	100%	261

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	16
Yes	94%	243
Total	100%	259

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	37%	97
Yes	63%	163
Total	100%	260



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	37%	56
Land line	46%	68
Both	17%	26
Total	100%	150

## 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.”

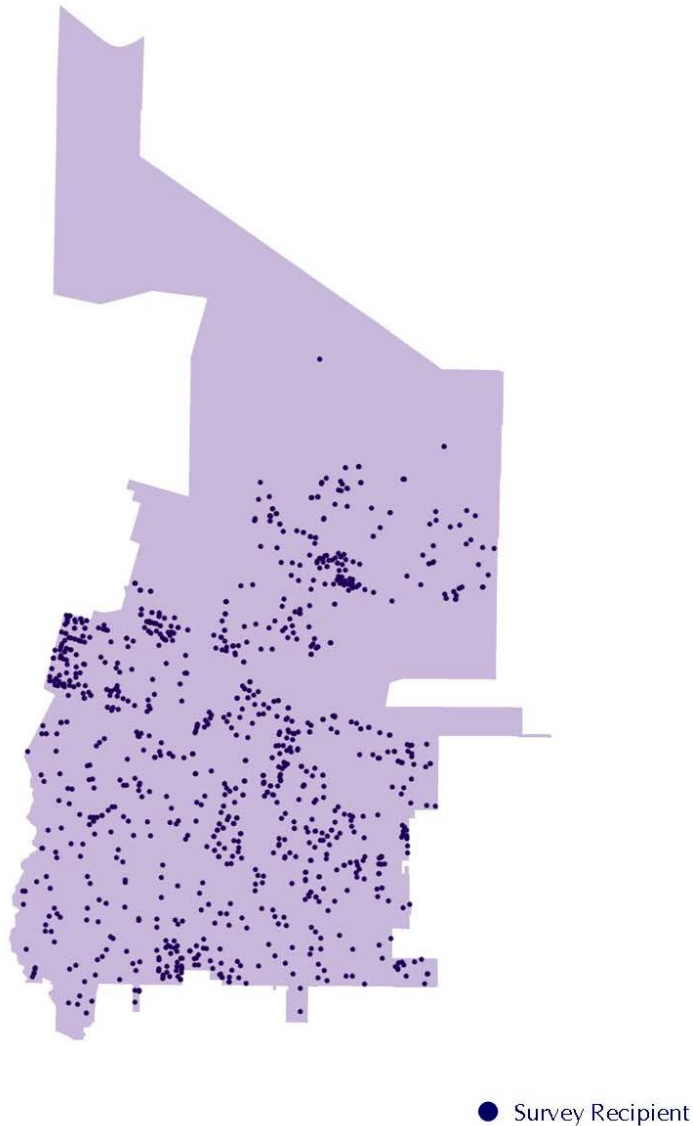
## SURVEY SAMPLING

“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 80: LOCATION OF SURVEY RECIPIENTS

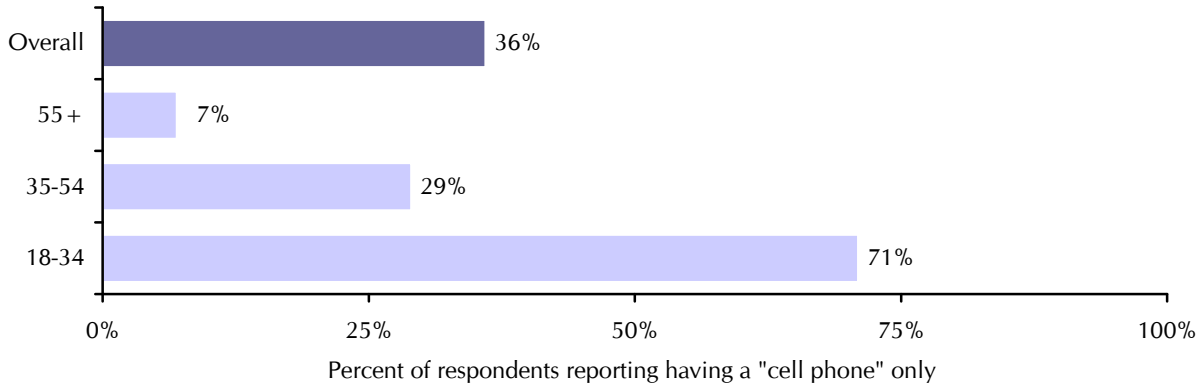
The National Citizen Survey™  
Sunnyvale, CA 2013



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.<sup>2</sup> 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 81: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SUNNYVALE



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 12, 2013. 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 seven 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 six percentage points around any given percent reported for the entire sample (262 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 6% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 69% and 81%. 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.

<sup>2</sup> <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 and other population norms 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, ethnicity 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 importance to the community of correct ethnic representation
- 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, CA 2013 Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>3</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	52%	46%	51%
Own home	48%	54%	49%
Detached unit	46%	43%	45%
Attached unit	54%	57%	55%
<b>Race and Ethnicity</b>			
White	45%	47%	44%
Not white	55%	53%	56%
Not Hispanic	83%	91%	83%
Hispanic	17%	9%	17%
White alone, not Hispanic	37%	43%	35%
Hispanic and/or other race	63%	57%	65%
<b>Sex and Age</b>			
Female	50%	52%	50%
Male	50%	48%	50%
18-34 years of age	34%	18%	32%
35-54 years of age	39%	39%	39%
55+ years of age	27%	43%	29%
Females 18-34	16%	19%	15%
Females 35-54	19%	20%	19%
Females 55+	15%	23%	16%
Males 18-34	18%	9%	17%
Males 35-54	21%	20%	20%
Males 55+	12%	20%	13%

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<sup>3</sup> Source: 2010 Census/2011 ACS



## 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 resident 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 resident 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,



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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  
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



April 2013

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 2013 Resident Survey.

Please take a few minutes to fill out the enclosed Resident 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 Resident 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



April 2013

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 Resident Survey.

Please take a few minutes to fill out the enclosed Resident 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!

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Sincerely,

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

Gary Luebbers  
City Manager



# The City of Sunnyvale 2013 Resident 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
Cleanliness of Sunnyvale .....	1	2	3	4	5
Overall quality of business and service establishments in Sunnyvale.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in 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
Traffic flow on major streets.....	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
Availability of affordable quality health care .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Sunnyvale.....	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. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Sunnyvale?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. 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
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

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
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

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

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

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

- No     Yes     Don't know

9. 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 library or its 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
Read Sunnyvale Newsletter ( <i>Quarterly Report</i> ) .....	1	2	3	4	5
Visited the City of Sunnyvale Web site (at sunnyvale.ca.gov) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	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

10. 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

# The City of Sunnyvale 2013 Resident Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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
Sidewalk maintenance .....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	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
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to low-income people .....	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
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5

## 12. 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

## 13. 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 15                       Yes → Go to Question 14

## 14. 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

## 15. 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

**16. 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
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

**17. 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

**18. 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:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
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. Please indicate the extent to which you agree or disagree with this statement: "Information provided by the City of Sunnyvale is accessible, timely and relevant" for each of the following:**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The City's cable television channel (KSUN-15) .....	1	2	3	4	5
The City's Web site (sunnyvale.ca.gov) .....	1	2	3	4	5
The City's newsletter ( <i>Quarterly Report</i> ) .....	1	2	3	4	5

**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

# The City of Sunnyvale 2013 Resident 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



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

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