

# CITY OF EL CERRITO, CA 2012





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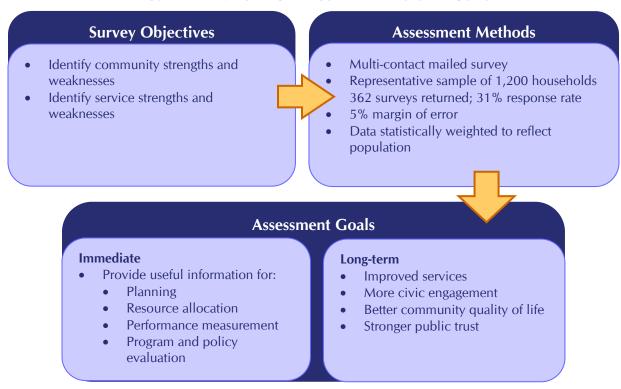
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# SURVEY BACKGROUND

# 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

#### **COMMUNITY QUALITY**

Quality of life Quality of neighborhood Place to live

#### **COMMUNITY DESIGN**

#### **Transportation**

Ease of travel, transit services, street maintenance

#### **Housing**

Housing options, cost, affordability

#### Land Use and Zoning

New development, growth, code enforcement

#### **Economic Sustainability**

Employment, shopping and retail, City as a place to work

# **PUBLIC SAFETY**

Safety in neighborhood and commercial areas Crime victimization Police, fire, EMS services Emergency preparedness

# **ENVIRONMENTAL SUSTAINABILITY**

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling
services

# RECREATION AND WELLNESS

#### **Parks and Recreation**

Recreation opportunities, use of parks and facilities, programs and classes

#### **Culture, Arts and Education**

Cultural and educational opportunities, libraries, schools

#### **Health and Wellness**

Availability of food, health services, social services

# COMMUNITY INCLUSIVENESS

Sense of community Racial and cultural acceptance Senior, youth and low-income services

#### **CIVIC ENGAGEMENT**

#### **Civic Activity**

Volunteerism Civic attentiveness Voting behavior

#### **Social Engagement**

Neighborliness, social and religious events

#### **Information and Awareness**

Public information, publications, Web site

#### **PUBLIC TRUST**

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

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 362 completed surveys were obtained, providing an overall response rate of 31%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of El Cerrito was developed in close cooperation with local jurisdiction staff. El Cerrito staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of El Cerrito staff also augmented The National Citizen Survey™ basic service through a variety of options including 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 El Cerrito Survey (362 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

# **Comparing Survey Results**

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

# **Interpreting Comparisons to Previous Years**

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

# **Benchmark Comparisons**

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

The City of El Cerrito 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 El Cerrito 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 El Cerrito 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 El Cerrito'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 El Cerrito 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 El Cerrito and believed the City was a good place to live. The overall quality of life in the City of El Cerrito was rated as "excellent" or "good" by 70% of respondents. A majority reported they plan on staying in the City of El Cerrito for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were the openness and acceptance of the community toward people of diverse backgrounds, ease of rail travel, ease of walking and ease of car travel in El Cerrito. The three characteristics receiving the least positive ratings were educational opportunities, opportunities to attend cultural activities and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the thirty-two characteristics for which comparisons were available, 12 were above the national benchmark comparison, 13 were similar to the national benchmark comparison and seven were below.

Residents in the City of El Cerrito were somewhat civically engaged. While only 23% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of El Cerrito, which was lower than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of El Cerrito as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of El Cerrito 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 generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 14 were above the benchmark comparison, 13 were similar to the benchmark comparison and 5 were below.

Respondents were asked to rate how frequently they participated in various activities in El Cerrito. The most popular activities included recycling and providing help to a friend or neighbor; while the least popular activities were watching a meeting of local elected officials and participating in a club or civic group. Generally, participation rates in the various activities in the community were lower than other communities.

Overall, ratings for many of El Cerritos services and community features increased compared to the previous year's survey. Increased ratings were found for ease of car travel, ease of bus travel, ease of walking, street repair, street cleaning, street lighting and sidewalk maintenance. Ratings also increased for land use, planning, and zoning, code enforcement, animal control, crime prevention, fire prevention and education, air quality, recycling, City parks, recreation centers and others.

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

- Preservation of natural areas
- Traffic signal timing

Of these services, deserving the most attention may be that which was similar to the benchmark comparisons: traffic signal timing. For preservation of natural areas, the City of El Cerrito was above the benchmark and should continue to ensure high quality performance.

# COMMUNITY RATINGS

# OVERALL COMMUNITY QUALITY

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

Most of the City of El Cerrito's residents gave high ratings to their neighborhoods and the community as a place to live. Further, a majority reported they would recommend the community to others and plan to stay for the next five years. Ratings for both the overall quality of life and neighborhoods as a place to live increased compared to the previous survey year.

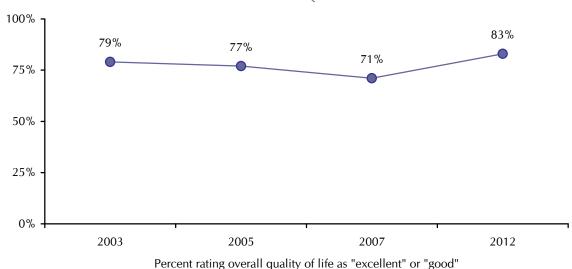


FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

	2012	2007	2005	2003
The overall quality of life in El Cerrito	83%	71%	77%	79%
Your neighborhood as a place to live	87%	76%	81%	82%
El Cerrito as a place to live	89%	83%	85%	88%
Percent "excellent" or "good"	·			

FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

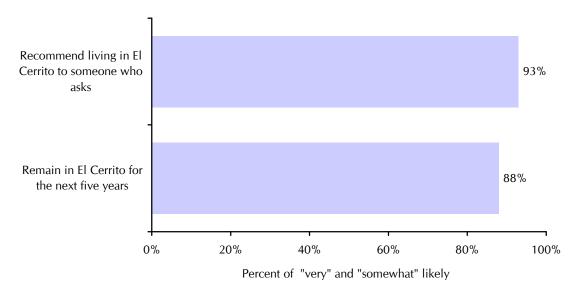


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

# COMMUNITY DESIGN

# **Transportation**

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of rail or subway travel was given the most positive rating, followed by ease of walking. These ratings were all much higher than the benchmark and the ratings for ease of car travel, ease of bus travel and ease of walking were higher than years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2012	2007	2005	2003
Ease of car travel in El Cerrito	81%	66%	64%	64%
Ease of bus travel in El Cerrito	66%	50%	NA	NA
Ease of rail or subway travel in El Cerrito	87%	80%	NA	NA
Ease of bicycle travel in El Cerrito	77%	73%	60%	60%
Ease of walking in El Cerrito	82%	68%	66%	69%
Availability of paths and walking trails	76%	NA	NA	NA
Traffic flow on major streets	61%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in El Cerrito	Much above
Ease of bus travel in El Cerrito	Much above
Ease of rail or subway travel in El Cerrito	Much above
Ease of bicycle travel in El Cerrito	Much above
Ease of walking in El Cerrito	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Seven transportation services were rated in El Cerrito. As compared to most communities across America, ratings tended to be somewhat favorable. Four were above the benchmark, two below the benchmark and one was similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2012	2007	2005	2003
Street repair	57%	30%	33%	35%
Street cleaning	71%	49%	54%	52%
Street lighting	52%	40%	47%	45%
Sidewalk maintenance	48%	28%	34%	32%
Traffic signal timing	50%	43%	NA	NA
Bus or transit services	65%	68%	NA	NA
Amount of public parking	69%	61%	61%	55%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Above
Street lighting	Below
Sidewalk maintenance	Below
Traffic signal timing	Similar
Bus or transit services	Much above
Amount of public parking	Much above

2003

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 most popular mode of use. However, 23% of work commute trips were made by transit, 3% by bicycle and 4% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months

2005

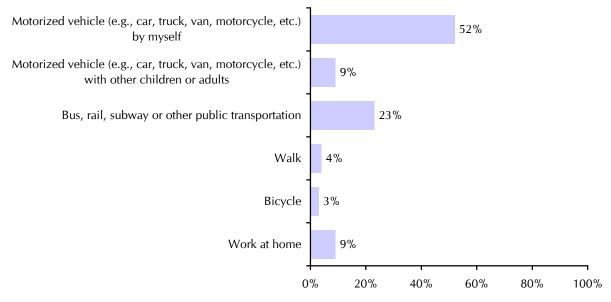
FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within El Cerrito	Much more

2007

2012

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE



Percent of days mode used for work commute

FIGURE 14: DRIVE ALONE BENCHMARKS

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

# **Housing**

The survey of the City of El Cerrito 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 51% of respondents, while the variety of housing options was rated as "excellent" or "good" by 58% of respondents. The rating of perceived affordable housing availability was better in the City of El Cerrito than the ratings, on average, in comparison jurisdictions. The ratings for the availability of affordable quality housing increased over time.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2012	2007	2005	2003
Availability of affordable quality housing	51%	25%	23%	21%
Variety of housing options	58%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Above
Variety of housing options	Similar

To augment the perceptions of affordable housing in El Cerrito, 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 El Cerrito experiencing housing cost stress. Close to 40% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

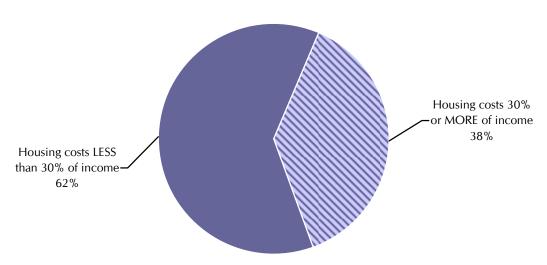


FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

FIGURE 18: HOUSING COSTS BENCHMARKS

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

# Land Use and Zoning

The overall quality of new development in the City of El Cerrito was rated as "excellent" by 13% of respondents and as "good" by an additional 44%. The overall appearance of El Cerrito was rated as "excellent" or "good" by 64% of respondents and was similar to the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of El Cerrito, 9% thought they were a "major" problem. The service of land use, planning and zoning was rated above the benchmark and the services of code enforcement and animal control were similar to the benchmark. Ratings showed an upward pattern when compared to past years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2012	2007	2005	2003
Overall quality of new development in El Cerrito	57%	45%	NA	NA
Overall appearance of El Cerrito	64%	41%	46%	44%
Percent "excellent" or "good"				

#### FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in El Cerrito	Similar
Overall appearance of El Cerrito	Similar

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

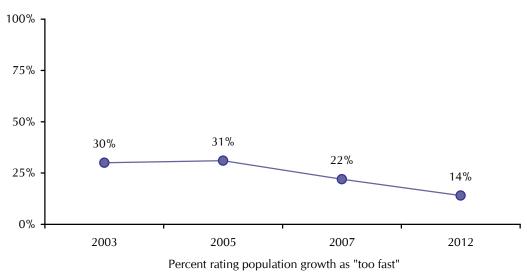
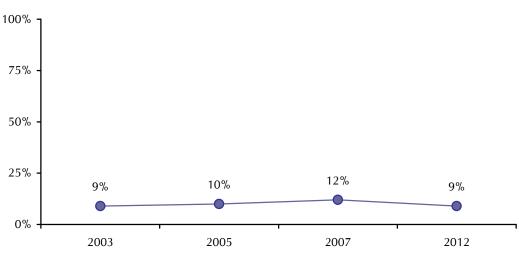


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR



Percent rating run down buildings, weed lots or junk vehicles as a "major" problem

FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

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

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2012	2007	2005	2003
Land use, planning and zoning	52%	31%	34%	36%
Code enforcement (weeds, abandoned buildings, etc.)	43%	33%	41%	39%
Animal control	61%	55%	NA	NA
Percent "excellent" or "good"				

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

# **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 features were the overall quality of business and service establishments and shopping opportunities. Receiving the lowest rating was employment opportunities; however ratings of employment opportunities had improved since 2007.

FIGURE 27. NATINGS OF ECONOMIC SUSTAINABILITY AND OF	OKTONII	L3 D1 TL/	VIX.	
	2012	2007	2005	2003
Employment opportunities	26%	17%	19%	10%
Shopping opportunities	55%	50%	57%	62%
El Cerrito as a place to work	53%	47%	NA	NA
Overall quality of business and service establishments in El Cerrito	59%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

FIGURE 28: ECONOMIC	Sustainability and (	OPPORTUNITIES BENCHMARK
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	Comparison to benchmark
Employment opportunities	Similar
Shopping opportunities	Similar
El Cerrito as a place to work	Similar
Overall quality of business and service establishments in El Cerrito	Similar

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 El Cerrito, 81% responded that it was "too slow," while 52% reported retail growth as "too slow." More residents in El Cerrito compared to other jurisdictions believed that retail growth was too slow and more residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2012	2007	2005	2003
Retail growth seen as too slow	52%	41%	22%	20%
Jobs growth seen as too slow	81%	64%	75%	73%
Percent of respondents				

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	More

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Similar

Residents were asked to reflect on their economic prospects in the near term. Twenty-three percent of the City of El Cerrito 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 more than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

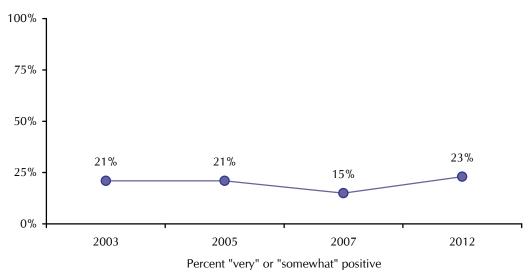


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

# PUBLIC SAFETY

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 El Cerrito. About 68% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 74% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. The ratings for safety from property crimes and from violent crimes increased from 2007 to 2012.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2012	2007	2005	2003
Safety in your neighborhood during the day	92%	89%	92%	90%
Safety in your neighborhood after dark	64%	63%	66%	64%
Safety in El Cerrito's commercial area during the day	89%	84%	84%	84%
Safety in El Cerrito's commercial area after dark	52%	45%	47%	49%
Safety from violent crime (e.g., rape, assault, robbery)	68%	59%	66%	66%
Safety from property crimes (e.g., burglary, theft)	52%	42%	47%	46%
Safety from environmental hazards	74%	NA	NA	NA
Percent "very" or "somewhat" safe				

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

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

As assessed by the survey, 11% 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, 87% had reported it to police. Compared to other jurisdictions about the same percent of El Cerrito residents had been victims of crime in the 12 months preceding the survey and many more El Cerrito residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2012	2007	2005	2003
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	17%	24%	20%
If yes, was this crime (these crimes) reported to the police?	87%	85%	82%	84%
Percent "yes"				

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark	
Victim of crime	Similar	
Reported crimes	Much more	

Residents rated eight City public safety services; of these, one was rated above the benchmark comparison, six were rated similar to the benchmark comparison and one was rated below 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. The ratings for crime prevention and fire prevention and education improved from 2007 to 2012.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2012	2007	2005	2003
Police services	83%	79%	83%	82%
Fire services	92%	90%	93%	93%
Ambulance or emergency medical services	89%	85%	90%	91%
Crime prevention	64%	46%	54%	57%
Fire prevention and education	76%	62%	69%	73%
Municipal courts	64%	NA	NA	NA
Traffic enforcement	59%	61%	64%	61%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	56%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Similar
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Below

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

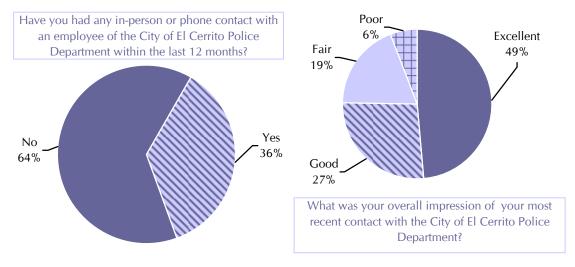


FIGURE 42: CONTACT WITH FIRE DEPARTMENT

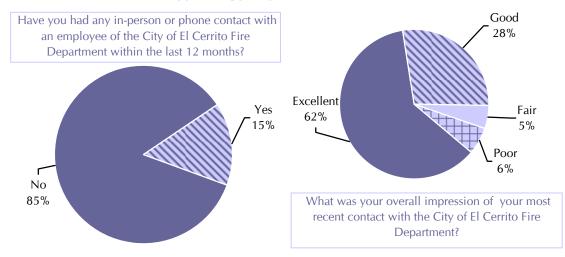


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of El Cerrito Police Department	Similar
Overall impression of most recent contact with the City of El Cerrito Police Department	Above
Had contact with the City of El Cerrito Fire Department	Similar
Overall impression of most recent contact with the City of El Cerrito Fire Department	Similar

# ENVIRONMENTAL SUSTAINABILITY

Residents of the City of El Cerrito 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 72% of survey respondents. Air quality received the highest rating, and it was similar to the benchmark. Ratings for air quality increased when compared to the previous year's data.

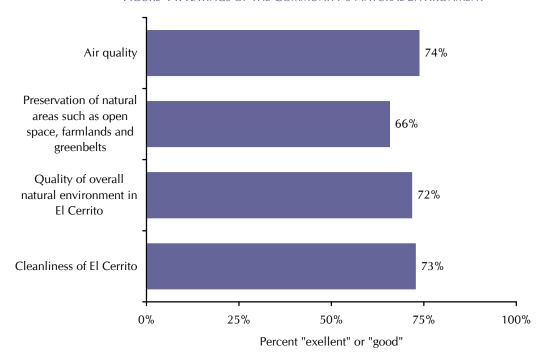


FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of El Cerrito	Similar
Quality of overall natural environment in El Cerrito	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Similar

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

98% 98% 99% 96%

75% - 25% - 2003 2005 2007 2012

Percent using at least once in past 12 months

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

FIGURE 47: 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, all were much higher than the benchmark comparison. These service ratings trends were upward when compared to past surveys.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2012	2007	2005	2003
Storm drainage	71%	55%	53%	58%
Yard waste pick-up	90%	77%	87%	82%
Recycling	94%	83%	83%	91%
Garbage collection	92%	85%	90%	88%
Percent "excellent" or "good"				

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark	
Storm drainage	Much above	
Yard waste pick-up	Much above	
Recycling	Much above	
Garbage collection	Much above	

# RECREATION AND WELLNESS

# Parks and Recreation

Recreation opportunities in the City of El Cerrito were rated positively as were services related to parks and recreation. Recreation programs or classes and recreation centers or facilities were rated higher than the benchmark while City parks were similar to the benchmark.

Resident use of El Cerrito parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used El Cerrito recreation centers was smaller than the percent of users in comparison jurisdictions. However, recreation program use in El Cerrito was about the same as use in comparison jurisdictions.

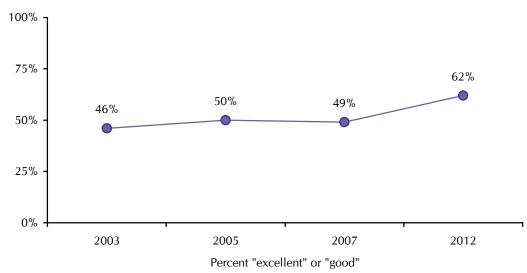


FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Similar

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2012	2007	2005	2003
Used El Cerrito recreation centers	53%	58%	55%	46%
Participated in a recreation program or activity	46%	39%	37%	32%
Visited a neighborhood park or City park	87%	88%	84%	82%
Percent using at least once in last 12 months	·			

# FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

#### FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012	2007	2005	2003
City parks	87%	65%	67%	64%
Recreation programs or classes	77%	65%	72%	64%
Recreation centers or facilities	79%	62%	70%	60%
Percent "excellent" or "good"				

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

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

# Culture, Arts and Education

Opportunities to attend cultural activities were rated as "excellent" or "good" by 42% of respondents. Educational opportunities were rated as "excellent" or "good" by 43% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions as were cultural activity opportunities.

About 56% of El Cerrito residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2007	2005	2003
Opportunities to attend cultural activities	42%	35%	NA	NA
Educational opportunities	43%	37%	NA	NA
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Much below

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

THE STATE OF THE S	011	01111120 21		
	2012	2007	2005	2003
Used El Cerrito public libraries or their services	56%	56%	58%	62%
Participated in religious or spiritual activities in El Cerrito	23%	NA	NA	NA
Percent using at least once in last 12 months				

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used El Cerrito public libraries or their services	Much less
Participated in religious or spiritual activities in El Cerrito	Much less

# FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2012	2007	2005	2003
Public schools	49%	26%	NA	NA
Public library services	64%	56%	48%	55%
Percent "excellent" or "good"				

# FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark		
Public schools	Much below		
Public library services	Much below		

# Health and Wellness

Residents of the City of El Cerrito were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of availability of affordable quality food was rated most positively for the City of El Cerrito, while the availability for affordable quality health care and the availability of preventative health services were rated less favorably by residents. Ratings for the availability of affordable quality health care and affordable quality food had increased over time.

Among El Cerrito residents, 47% rated affordable quality health care as "excellent" or "good." Those ratings were below the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2012	2007	2005	2003
Availability of affordable quality health care	47%	36%	NA	NA
Availability of affordable quality food	68%	59%	NA	NA
Availability of preventive health services	52%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Below
Availability of affordable quality food	Above
Availability of preventive health services	Below

# COMMUNITY INCLUSIVENESS

A high percentage of residents rated the City of El Cerrito as an "excellent" or "good" place to raise kids and a high percentage 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 El Cerrito was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmark. Ratings of overall community quality and inclusiveness had increased over time.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

riddice on the middle of Commonth Content and interest				
	2012	2007	2005	2003
Sense of community	66%	50%	52%	52%
Openness and acceptance of the community toward people of diverse backgrounds 87% 76% NA NA				NA
Availability of affordable quality child care	51%	32%	40%	36%
El Cerrito as a place to raise children	78%	61%	59%	59%
El Cerrito as a place to retire	74%	57%	64%	66%
Percent "excellent" or "good"				

FIGURE 65: 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	Much above
El Cerrito as a place to raise kids	Similar
El Cerrito as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 42% to 71% with ratings of "excellent" or "good." Services to seniors and services to youth were above the benchmark while services to low income people were similar to the benchmark. These ratings had increased over time.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2012	2007	2005	2003
Services to seniors	71%	63%	73%	75%
Services to youth	69%	50%	52%	52%
Services to low-income people	42%	28%	NA	NA
Percent "excellent" or "good"				

FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark		
Services to seniors	Above		
Services to youth	Much above		
Services to low income people	Similar		

# CIVIC ENGAGEMENT

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

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

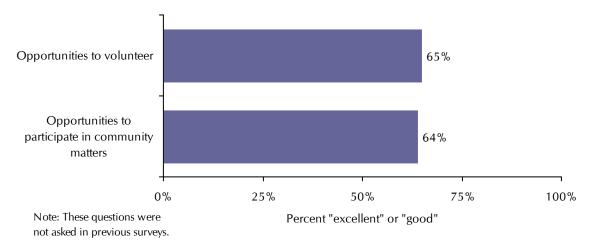


FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement. All other civic engagement opportunities showed lower rates of community engagement.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR<sup>1</sup>

	2012	2007	2005	2003
Attended a meeting of local elected officials or other local public meeting	23%	26%	27%	22%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media		28%	31%	29%
Volunteered your time to some group or activity in El Cerrito	23%	30%	30%	30%
Participated in a club or civic group in El Cerrito	19%	NA	NA	NA
Provided help to a friend or neighbor	93%	NA	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in El Cerrito	Much less
Participated in a club or civic group in El Cerrito	Much less
Provided help to a friend or neighbor	Similar

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

City of El Cerrito residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-seven percent reported they were registered to vote and 83% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR<sup>2</sup>

THE ONLY IN THE OWNER OF THE OWNER OF THE OWNER OF THE OWNER OF THE OWNER OWNE				
	2012	2007	2005	2003
Registered to vote	87%	83%	89%	86%
Voted in the last general election	83%	80%	91%	79%
Percent "yes"				

#### FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark		
Registered to vote	Similar		
Voted in last general election	More		

<sup>&</sup>lt;sup>2</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 El Cerrito Web site in the previous 12 months, 67% reported they had done so at least once. Public information services were rated similarly compared to benchmark data.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

	2012	2007	2005	2003
Read El Cerrito Newsletter	86%	88%	NA	83%
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	67%	NA	NA	NA
Percent using at least once in last 12 months				

#### FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark		
Read El Cerrito Newsletter	Much more		
Visited the City of El Cerrito Web site	More		

#### FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2012	2007	2005	2003
Public information services	62%	48%	NA	NA
Percent "excellent" or "good"				

#### FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Similar

## **Social Engagement**

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 53% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

Opportunities to participate in social events and activities

Opportunities to participate in religious or spiritual events and activities

19%

43%

50%

Percent of respondents

75%

100%

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

25%

0%

Note: This question was not asked in

previous surveys.

FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS			
Comparison to bench			
Opportunities to participate in social events and activities	Below		
Opportunities to participate in religious or spiritual events and activities	Much below		

Residents in El Cerrito reported a fair amount of neighborliness. About 43% 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 80: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

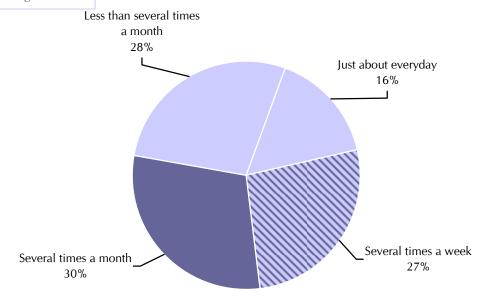


FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

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

### PUBLIC TRUST

Trust can be measured in residents' opinions about the overall direction the City of El Cerrito 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 El Cerrito 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 El Cerrito 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 El Cerrito does at welcoming citizen involvement, 59% rated it as "excellent" or "good." Of these four ratings, three were much above the benchmark and one was similar to the benchmark.

	2012	2007	2005	2003
The value of services for the taxes paid to El Cerrito*	61%	53%	59%	64%
The overall direction that El Cerrito is taking*	64%	56%	57%	64%
The job El Cerrito government does at welcoming citizen involvement*	59%	58%	64%	63%
Overall image or reputation of El Cerrito	66%	53%	NA	NA

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR

FIGURE 83: PUBLIC TRUST BENCHMARKS

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

Percent "excellent" or "good"

<sup>\*</sup> For jurisdictions that have conducted The NCS prior to 2008, the 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.

On average, residents of the City of El Cerrito 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 El Cerrito was rated as "excellent" or "good" by 78% of survey participants. The City of El Cerrito's rating was above the benchmark when compared to other communities in the nation. Ratings of overall City services had increased over time.

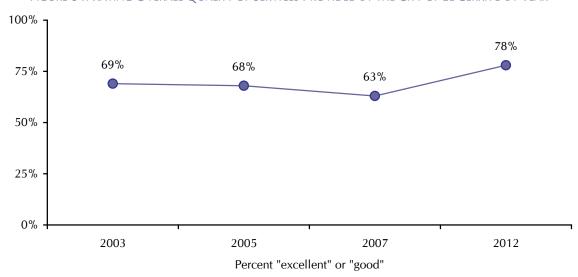


FIGURE 84: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF EL CERRITO BY YEAR

Figure 85: Ratings of Services Provided by Local, State and Federal Governments by Year

	2012	2007	2005	2003
Services provided by City of El Cerrito	78%	63%	68%	69%
Services provided by the Federal Government	40%	23%	23%	22%
Services provided by the State Government	31%	28%	22%	23%
Services provided by Contra Costa County Government	40%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of El Cerrito	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Below
Services provided by Contra Costa County Government	Below

## City of El Cerrito Employees

Those completing the survey were asked if they had been in contact with a City employee either inperson, over the phone or via email in the last 12 months; the 47% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 76% of respondents rated their overall impression as "excellent" or "good." Employees tended to be similar to or higher than the benchmark.

Figure 87: Proportion of Respondents Who Had Contact with City Employees in Previous 12 Months by Year

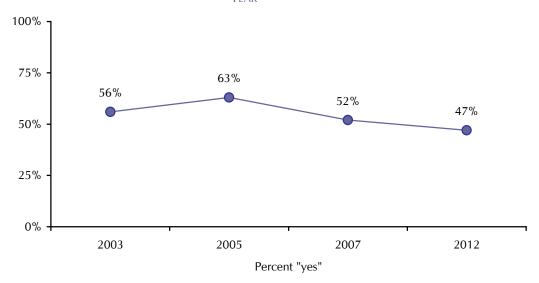


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2012	2007	2005	2003
Knowledge	82%	76%	78%	78%
Responsiveness	74%	67%	78%	77%
Courtesy	79%	73%	79%	80%
Overall impression	76%	67%	73%	76%
Percent "excellent" or "good"				

FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

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

### FROM DATA TO ACTION

#### RESIDENT PRIORITIES

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

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

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

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

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

- Preservation of natural areas
- Traffic signal timing

### CITY OF EL CERRITO ACTION CHART™

The 2012 City of El Cerrito Action Chart™ on the following page combines three dimensions of performance:

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

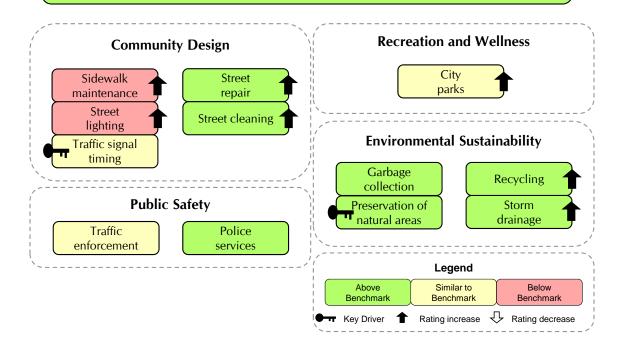
Twelve services were included in the KDA for the City of El Cerrito. Of these, seven were above the benchmark, two were below the benchmark and three were similar to the benchmark.

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

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

FIGURE 91: CITY OF EL CERRITO ACTION CHART™

# **Overall Quality of City of El Cerrito Services**



### Using Your Action Chart™

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

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

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

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

FIGURE 92: KEY DRIVERS COMPARED

Service	City of El Cerrito Key Drivers	National Key Drivers	Core Services
Police services	l ney 2e.e	✓	✓
Traffic enforcement			
Street repair			✓
Street cleaning			
Street lighting			
Sidewalk maintenance			
Traffic signal timing	✓		
Garbage collection			✓
Recycling			
Storm drainage			✓
City parks			
Preservation of natural areas	✓		

<sup>•</sup> Key driver overlaps with national and or core services

## CUSTOM QUESTIONS

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

Custom Question 1								
Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:	Very likely	Somewhat likely	Not at all likely	Total				
Recreation	35%	38%	27%	100%				
Environmental services	32%	39%	29%	100%				
Economic development	27%	33%	40%	100%				
Police	27%	38%	35%	100%				
Fire	26%	35%	40%	100%				
General (all departments)	24%	46%	30%	100%				
City Council	21%	31%	49%	100%				
Planning & building (development services)	21%	33%	46%	100%				
Public works	21%	42%	37%	100%				

Custom Question 2								
The City is considering implementing more options to contact the Police Department for non-emergency issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:	Very likely	Somewhat likely	Not at all likely	Total				
Telephone	60%	28%	12%	100%				
Online via the Internet		25%	22%	100%				
Email	53%	27%	20%	100%				
In person (during regular business hours)	21%	50%	29%	100%				
Mail	18%	35%	47%	100%				
Text message	17%	26%	57%	100%				
Social media (i.e., Facebook, Twitter)	7%	18%	75%	100%				
Fax	7%	15%	78%	100%				

Custom Question 3								
To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco  Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total			
Increase education about the street sweeping schedule	70%	25%	3%	2%	100%			
Install permanent signs about the street sweeping schedule	54%	26%	13%	7%	100%			
Increase the sweeping frequency on residential streets	36%	40%	15%	9%	100%			
Enact parking restrictions on alternate sides of the street	35%	25%	15%	25%	100%			
Enact parking restrictions by block	27%	24%	20%	28%	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 El Cerrito:	Excellent	Good	Fair	Poor	Total			
El Cerrito as a place to live	36%	53%	11%	0%	100%			
Your neighborhood as a place to live	39%	48%	11%	2%	100%			
El Cerrito as a place to raise children	30%	47%	19%	3%	100%			
El Cerrito as a place to work	17%	36%	29%	17%	100%			
El Cerrito as a place to retire	33%	41%	19%	7%	100%			
The overall quality of life in El Cerrito	27%	55%	17%	0%	100%			

Question 2: Community Characteristics								
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Excellent	Good	Fair	Poor	Total			
Sense of community	15%	51%	27%	7%	100%			
Openness and acceptance of the community toward people of diverse backgrounds	27%	60%	11%	2%	100%			
Overall appearance of El Cerrito	16%	48%	32%	4%	100%			
Cleanliness of El Cerrito	16%	57%	24%	3%	100%			
Overall quality of new development in El Cerrito	13%	44%	33%	10%	100%			
Variety of housing options	14%	44%	35%	7%	100%			
Overall quality of business and service establishments in El Cerrito	10%	49%	33%	7%	100%			
Shopping opportunities	13%	42%	37%	8%	100%			
Opportunities to attend cultural activities	8%	34%	47%	12%	100%			
Recreational opportunities	15%	47%	31%	7%	100%			
Employment opportunities	3%	23%	43%	31%	100%			
Educational opportunities	8%	34%	41%	16%	100%			
Opportunities to participate in social events and activities	10%	43%	41%	6%	100%			
Opportunities to participate in religious or spiritual events and activities	19%	43%	33%	5%	100%			
Opportunities to volunteer	14%	51%	29%	6%	100%			
Opportunities to participate in community matters	16%	48%	30%	7%	100%			
Ease of car travel in El Cerrito	25%	56%	17%	2%	100%			
Ease of bus travel in El Cerrito	22%	44%	28%	6%	100%			
Ease of rail or subway travel in El Cerrito	42%	46%	11%	2%	100%			
Ease of bicycle travel in El Cerrito	26%	51%	18%	4%	100%			
Ease of walking in El Cerrito	30%	51%	17%	2%	100%			
Availability of paths and walking trails	24%	52%	20%	5%	100%			

Question 2: Community Characteristics								
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Excellent	Good	Fair	Poor	Total			
Traffic flow on major streets	9%	52%	31%	8%	100%			
Amount of public parking	13%	55%	27%	5%	100%			
Availability of affordable quality housing	6%	45%	34%	14%	100%			
Availability of affordable quality child care	12%	40%	42%	7%	100%			
Availability of affordable quality health care	8%	38%	34%	19%	100%			
Availability of affordable quality food	17%	51%	27%	5%	100%			
Availability of preventive health services	10%	41%	36%	13%	100%			
Air quality	19%	56%	23%	3%	100%			
Quality of overall natural environment in El Cerrito	19%	53%	26%	3%	100%			
Overall image or reputation of El Cerrito	16%	50%	28%	6%	100%			

Question 3: Growth								
Please rate the speed of growth in the following categories in El Cerrito over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total		
Population growth	0%	6%	81%	11%	3%	100%		
Retail growth (stores, restaurants, etc.)	15%	37%	43%	3%	1%	100%		
Jobs growth	35%	46%	16%	2%	1%	100%		

Question 4: Code Enforcement						
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in El Cerrito?	Percent of respondents					
Not a problem	15%					
Minor problem	44%					
Moderate problem	32%					
Major problem	9%					
Total	100%					

Question 5: Community Safety								
Please rate how safe or unsafe you feel from the following in El Cerrito:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total		
Violent crime (e.g., rape, assault, robbery)	26%	42%	14%	17%	1%	100%		
Property crimes (e.g., burglary, theft)	11%	41%	13%	26%	9%	100%		
Environmental hazards, including toxic waste	37%	37%	17%	7%	2%	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	59%	34%	4%	3%	1%	100%				
In your neighborhood after dark	19%	45%	17%	14%	4%	100%				
In El Cerrito's commercial area during the day	48%	41%	7%	4%	1%	100%				
In El Cerrito's commercial area after dark	13%	39%	23%	19%	6%	100%				

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department						
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?	Excellent	Good	Fair	Poor	Total	
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?	49%	27%	19%	6%	100%	

Question 9: Crime Victim				
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents			
No	89%			
Yes	11%			
Total	100%			

Question 10: Crime Reporting					
If yes, was this crime (these crimes) reported to the police?  Percent of respondents					
No	13%				
Yes	87%				
Total	100%				

Question 1	Question 11: 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 El Cerrito?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total		
Used El Cerrito public libraries or their services	44%	24%	19%	5%	7%	100%		
Used El Cerrito recreation centers	47%	21%	15%	7%	10%	100%		
Participated in a recreation program or activity	54%	21%	13%	5%	8%	100%		
Visited a neighborhood park or City park	13%	23%	31%	13%	20%	100%		
Ridden a local bus within El Cerrito	66%	17%	8%	3%	6%	100%		
Attended a meeting of local elected officials or other local public meeting	77%	17%	4%	1%	1%	100%		
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	79%	17%	3%	1%	1%	100%		
Read El Cerrito Newsletter	14%	26%	44%	11%	6%	100%		
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	33%	30%	24%	6%	7%	100%		
Recycled used paper, cans or bottles from your home	4%	3%	7%	10%	76%	100%		
Volunteered your time to some group or activity in El Cerrito	77%	9%	5%	4%	6%	100%		
Participated in religious or spiritual activities in El Cerrito	77%	8%	5%	2%	8%	100%		
Participated in a club or civic group in El Cerrito	81%	9%	5%	2%	4%	100%		
Provided help to a friend or neighbor	7%	26%	40%	17%	10%	100%		

Question 12: 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	16%				
Several times a week	27%				
Several times a month	30%				
Less than several times a month	28%				
Total	100%				

Question 13: Service Quality						
Please rate the quality of each of the following services in El	,					
Cerrito:	Excellent	Good	Fair	Poor	Total	
Police services	32%	51%	13%	3%	100%	
Fire services	38%	54%	8%	0%	100%	
Ambulance or emergency medical services	40%	50%	10%	1%	100%	
Crime prevention	16%	48%	26%	11%	100%	
Fire prevention and education	19%	57%	22%	2%	100%	
Municipal courts	14%	50%	27%	10%	100%	
Traffic enforcement	12%	47%	32%	9%	100%	
Street repair	16%	41%	33%	9%	100%	
Street cleaning	16%	56%	24%	5%	100%	
Street lighting	10%	42%	32%	16%	100%	
Sidewalk maintenance	6%	42%	37%	16%	100%	
Traffic signal timing	8%	43%	35%	15%	100%	
Bus or transit services	16%	49%	30%	5%	100%	
Garbage collection	45%	47%	7%	0%	100%	
Recycling	57%	37%	6%	0%	100%	
Yard waste pick-up	52%	38%	8%	1%	100%	
Storm drainage	17%	54%	24%	5%	100%	
City parks	24%	63%	11%	2%	100%	
Recreation programs or classes	23%	53%	22%	2%	100%	
Recreation centers or facilities	25%	54%	20%	1%	100%	
Land use, planning and zoning	10%	42%	36%	12%	100%	
Code enforcement (weeds, abandoned buildings, etc.)	9%	34%	37%	19%	100%	
Animal control	11%	51%	29%	10%	100%	
Economic development	8%	41%	39%	13%	100%	
Services to seniors	22%	49%	26%	3%	100%	
Services to youth	15%	54%	24%	7%	100%	
Services to low-income people	12%	30%	46%	12%	100%	
Public library services	17%	47%	25%	11%	100%	
Public information services	16%	46%	35%	3%	100%	
Public schools	15%	34%	34%	18%	100%	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	47%	34%	11%	100%	
Preservation of natural areas such as open space, farmlands and greenbelts	19%	47%	30%	4%	100%	

Question 14: Government Services Overall							
Overall, how would you rate the quality of the services provided by each of the following? Excellent Good Fair Poor To							
The City of El Cerrito	22%	57%	19%	3%	100%		
The Federal Government	8%	32%	44%	17%	100%		
The State Government	6%	25%	46%	23%	100%		
Contra Costa County Government	7%	34%	45%	15%	100%		

Question 15: Recommendation and Longevity							
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total		
Recommend living in El Cerrito to someone who asks	55%	39%	6%	1%	100%		
Remain in El Cerrito for the next five years	60%	27%	8%	4%	100%		

Question 16: Impact of the Economy				
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents			
Very positive	6%			
Somewhat positive	16%			
Neutral	57%			
Somewhat negative	19%			
Very negative	3%			
Total	100%			

Question 17: Contact with Fire Department				
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	No	Yes	Total	
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	85%	15%	100%	

Question 18: Ratings of Contact with Fire Department						
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department? Excellent Good Fair Poor Total						
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?	62%	28%	5%	6%	100%	

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of El Cerrito within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	53%
Yes	47%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of El Cerrito in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	43%	39%	14%	4%	100%
Responsiveness	47%	27%	12%	14%	100%
Courtesy	52%	27%	8%	13%	100%
Overall impression	40%	36%	13%	11%	100%

Question 21: Government Perf	ormance				
Please rate the following categories of El Cerrito government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to El Cerrito	18%	44%	30%	9%	100%
The overall direction that El Cerrito is taking	17%	48%	26%	10%	100%
The job El Cerrito government does at welcoming citizen involvement	19%	40%	31%	10%	100%

Question 22a: Custom Question 1				
Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:	Very likely	Somewhat likely	Not at all likely	Total
City Council	21%	31%	49%	100%
Environmental services	32%	39%	29%	100%
Economic development	27%	33%	40%	100%
Fire	26%	35%	40%	100%
Planning & building (development services)	21%	33%	46%	100%
Police	27%	38%	35%	100%
Public works	21%	42%	37%	100%
Recreation	35%	38%	27%	100%
General (all departments)	24%	46%	30%	100%

Question 22b: Custom C	uestion 2			
The City is considering implementing more options to contact the Police Department for non-emergency issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:	Very likely	Somewhat likely	Not at all likely	Total
Online via the Internet	54%	25%	22%	100%
Text message	17%	26%	57%	100%
Social media (i.e., Facebook, Twitter)	7%	18%	75%	100%
Email	53%	27%	20%	100%
Telephone	60%	28%	12%	100%
Fax	7%	15%	78%	100%
Mail	18%	35%	47%	100%
In person (during regular business hours)	21%	50%	29%	100%

Question 2	2c: Custom Q	uestion 3			
To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following	Strongly	Somewhat	Somewhat	Strongly	
actions:	support	support	oppose	oppose	Total
Increase education about the street sweeping schedule	70%	25%	3%	2%	100%
Install permanent signs about the street sweeping schedule	54%	26%	13%	7%	100%
Enact parking restrictions by block	27%	24%	20%	28%	100%
Enact parking restrictions on alternate sides of the street	35%	25%	15%	25%	100%
Increase the sweeping frequency on residential streets	36%	40%	15%	9%	100%

Question D1: Employment	Status
Are you currently employed for pay?	Percent of respondents
No	28%
Yes, full-time	58%
Yes, part-time	14%
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	52%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	23%
Walk	4%
Bicycle	3%
Work at home	9%
Other	1%

Question D3: Length of Residency	
How many years have you lived in El Cerrito?	Percent of respondents
Less than 2 years	11%
2 to 5 years	20%
6 to 10 years	18%
11 to 20 years	17%
More than 20 years	33%
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	70%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	24%
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	38%	
Owned by you or someone in this house with a mortgage or free and clear	62%	
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	5%
\$300 to \$599 per month	9%
\$600 to \$999 per month	12%
\$1,000 to \$1,499 per month	21%
\$1,500 to \$2,499 per month	30%
\$2,500 or more per month	22%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?  Percent of respondents	
No	69%
Yes	31%
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	69%
Yes	31%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	17%
\$50,000 to \$99,999	33%
\$100,000 to \$149,000	18%
\$150,000 or more	21%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	94%
Yes, I consider myself to be Spanish, Hispanic or Latino	6%
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	32%
Black or African American	9%
White	57%
Other	7%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	19%
35 to 44 years	14%
45 to 54 years	22%
55 to 64 years	16%
65 to 74 years	13%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	82%
Ineligible to vote	6%
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	15%
Yes	77%
Ineligible to vote	7%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	8%
Yes	92%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	25%
Yes	75%
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	31%
Land line	45%
Both	24%
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 El Cerrito:	Exce	llent	Go	od	Fai	r	Poo	or	Do kno		Tot	al	
El Cerrito as a place to live	36%	130	53%	191	11%	39	0%	1	0%	0	100%	360	
Your neighborhood as a place to live	39%	141	48%	171	11%	40	2%	6	0%	0	100%	358	
El Cerrito as a place to raise children	25%	89	39%	138	16%	57	2%	8	17%	61	100%	353	
El Cerrito as a place to work	10%	36	21%	74	17%	61	10%	36	41%	144	100%	352	
El Cerrito as a place to retire	24%	85	31%	107	14%	49	5%	18	25%	89	100%	349	
The overall quality of life in El Cerrito	27%	97	55%	198	17%	62	0%	1	0%	1	100%	359	

Question 2	: Comn	nunity	Charact	eristics								
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Exce	llent	Good		Fair		Poor			on't ow To		al
Sense of community	15%	51	49%	170	26%	89	6%	23	4%	16	100%	347
Openness and acceptance of the community toward people of diverse backgrounds	25%	90	56%	200	10%	37	2%	7	7%	24	100%	357
Overall appearance of El Cerrito	16%	56	48%	171	32%	114	4%	13	1%	2	100%	356
Cleanliness of El Cerrito	16%	59	56%	202	24%	85	3%	11	0%	1	100%	358
Overall quality of new development in El Cerrito	11%	40	37%	132	28%	98	9%	32	14%	50	100%	351
Variety of housing options	12%	41	37%	131	29%	104	6%	21	16%	58	100%	354
Overall quality of business and service establishments in El Cerrito	10%	35	48%	170	33%	115	7%	26	2%	8	100%	354
Shopping opportunities	13%	46	41%	147	37%	131	8%	29	1%	4	100%	356
Opportunities to attend cultural activities	7%	25	30%	106	42%	147	10%	36	10%	34	100%	348
Recreational opportunities	14%	49	43%	150	28%	99	6%	21	8%	29	100%	347
Employment opportunities	2%	5	12%	41	21%	75	15%	53	50%	177	100%	352
Educational opportunities	7%	24	28%	97	34%	11 <i>7</i>	13%	46	18%	62	100%	346

Question 2: Community Characteristics													
Please rate each of the following characteristics as they relate to El Cerrito as a whole:	Excellent		ent Good		Fair		Poor		Do kno		Tot	al	
Opportunities to participate in social events and activities	8%	29	36%	126	35%	122	5%	19	16%	56	100%	352	
Opportunities to participate in religious or spiritual events and activities	10%	34	23%	79	17%	60	3%	10	47%	162	100%	345	
Opportunities to volunteer	10%	34	37%	129	21%	74	4%	14	28%	97	100%	349	
Opportunities to participate in community matters	12%	42	37%	127	23%	79	5%	18	22%	77	100%	344	
Ease of car travel in El Cerrito	24%	86	55%	194	17%	59	2%	8	2%	8	100%	355	
Ease of bus travel in El Cerrito	15%	52	29%	101	18%	64	4%	15	34%	121	100%	353	
Ease of rail or subway travel in El Cerrito	40%	139	43%	151	10%	35	2%	6	5%	19	100%	351	
Ease of bicycle travel in El Cerrito	21%	76	42%	148	15%	53	3%	12	18%	64	100%	353	
Ease of walking in El Cerrito	30%	104	50%	177	16%	57	2%	7	2%	7	100%	351	
Availability of paths and walking trails	23%	81	51%	180	19%	67	5%	16	3%	12	100%	356	
Traffic flow on major streets	9%	31	52%	183	31%	110	8%	29	0%	2	100%	355	
Amount of public parking	13%	45	53%	188	26%	90	4%	16	4%	14	100%	353	
Availability of affordable quality housing	5%	17	33%	115	25%	88	10%	37	27%	95	100%	352	
Availability of affordable quality child care	5%	16	16%	55	17%	57	3%	10	60%	207	100%	345	
Availability of affordable quality health care	4%	16	20%	71	18%	63	10%	35	47%	164	100%	349	
Availability of affordable quality food	16%	58	49%	171	26%	90	5%	16	5%	16	100%	352	
Availability of preventive health services	5%	16	19%	64	16%	55	6%	20	55%	190	100%	345	
Air quality	18%	63	53%	189	22%	77	3%	9	4%	15	100%	354	
Quality of overall natural environment in El Cerrito	18%	64	51%	179	25%	87	3%	10	3%	9	100%	349	
Overall image or reputation of El Cerrito	16%	56	49%	174	27%	98	6%	22	2%	6	100%	356	

Question 3: Growth														
Please rate the speed of growth in the following categories in El Cerrito over the past 2 years:	Much slov		Somew		Rig amo	1	Some too		Much fas		Do kno		Tot	al
Population growth	0%	0	3%	12	49%	172	7%	23	2%	6	40%	139	100%	351
Retail growth (stores, restaurants, etc.)	13%	45	31%	110	37%	128	3%	10	1%	4	15%	54	100%	351
Jobs growth	14%	48	18%	62	6%	21	1%	3	0%	1	61%	215	100%	351

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in El Cerrito?	Percent of respondents	Count
Not a problem	13%	47
Minor problem	41%	140
Moderate problem	30%	102
Major problem	8%	28
Don't know	8%	28
Total	100%	345

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in El Cerrito:	Very	safe	Some		Neither sa unsa		Somev unsa		Ve uns	,	Dor kno		Tot	al
Violent crime (e.g., rape, assault, robbery)	26%	91	41%	144	13%	47	17%	59	1%	3	2%	7	100%	352
Property crimes (e.g., burglary, theft)	11%	40	40%	142	13%	46	26%	90	8%	30	2%	6	100%	353
Environmental hazards, including toxic waste	32%	113	33%	115	15%	52	6%	21	2%	7	13%	45	100%	353

				Questic	on 6: Persona	al Safety										
Please rate how safe or unsafe you feel:	Very	safe	Some sa		Neither safe nor unsafe		Somewhat unsafe				Very unsafe		Don't know		Tot	al
In your neighborhood during the day	58%	207	34%	119	4%	13	3%	10	1%	4	0%	2	100%	356		
In your neighborhood after dark	19%	67	44%	158	17%	61	14%	50	4%	13	2%	7	100%	356		
In El Cerrito's commercial area during the day	47%	168	41%	144	6%	23	4%	14	1%	2	1%	4	100%	356		
In El Cerrito's commercial area after dark	12%	43	37%	133	22%	78	18%	64	6%	21	5%	16	100%	356		

Question 7: Contact with Police Departm	ent							
Have you had any in-person or phone contact with an employee of the City of El Cerrito					Dor		т.	
Police Department within the last 12 months?	N	0	Ye	es	kno	W	Tot	al
Have you had any in-person or phone contact with an employee of the City of El Cerrito								
Police Department within the last 12 months?	63%	222	36%	127	1%	2	100%	350

Question 8: Ratings of Con	Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?	Excel	lent	Goo	od	Fai	r	Poo	or	Don kno		Tot	al	
What was your overall impression of your most recent contact with the City of El Cerrito Police Department?		62	27%	34	19%	24	6%	8	0%	0	100%	127	

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	309
Yes	11%	40
Don't know	0%	0
Total	100%	349

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	13%	5
Yes	87%	35
Don't know	0%	0
Total	100%	40

Q	uestion	11: Re	sident B	ehavio	rs							
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in El Cerrito?	Ne	Never		Once or twice		12 ies	13 to 26 times		More th		Tot	al
Used El Cerrito public libraries or their services	44%	156	24%	85	19%	69	5%	18	7%	27	100%	355
Used El Cerrito recreation centers	47%	166	21%	73	15%	53	7%	24	10%	34	100%	351
Participated in a recreation program or activity	54%	188	21%	74	13%	47	5%	16	8%	27	100%	352
Visited a neighborhood park or City park	13%	45	23%	81	31%	109	13%	44	20%	70	100%	349
Ridden a local bus within El Cerrito	66%	230	17%	60	8%	29	3%	11	6%	20	100%	350
Attended a meeting of local elected officials or other local public meeting	77%	270	17%	60	4%	16	1%	2	1%	4	100%	351
Watched a meeting of local elected officials or other City- sponsored public meeting on cable television, the Internet or other media	79%	281	17%	59	3%	9	1%	2	1%	2	100%	354
Read El Cerrito Newsletter	14%	48	26%	91	44%	156	11%	38	6%	20	100%	353
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	33%	115	30%	104	24%	82	6%	21	7%	24	100%	346
Recycled used paper, cans or bottles from your home	4%	13	3%	10	7%	25	10%	34	76%	261	100%	344
Volunteered your time to some group or activity in El Cerrito	77%	265	9%	31	5%	18	4%	12	6%	20	100%	346
Participated in religious or spiritual activities in El Cerrito	77%	270	8%	29	5%	18	2%	7	8%	27	100%	351
Participated in a club or civic group in El Cerrito	81%	283	9%	32	5%	17	2%	5	4%	13	100%	350
Provided help to a friend or neighbor	7%	24	26%	92	40%	144	17%	61	10%	34	100%	356

Question 12: 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	16%	55
Several times a week	27%	93
Several times a month	30%	104
Less than several times a month	28%	97
Total	100%	350

Question 13: Service Quality													
Please rate the quality of each of the following services in El Cerrito:	Exce	llent	Go	od	Fa	ir	Poo	or	Do kno		Tot	al	
Police services	27%	95	42%	149	11%	39	3%	9	16%	58	100%	350	
Fire services	24%	84	34%	119	5%	18	0%	1	36%	125	100%	347	
Ambulance or emergency medical services	21%	73	26%	92	5%	19	0%	1	47%	164	100%	349	
Crime prevention	11%	36	32%	108	17%	58	7%	24	34%	116	100%	343	
Fire prevention and education	11%	36	31%	107	12%	42	1%	4	45%	156	100%	345	
Municipal courts	3%	11	11%	39	6%	21	2%	7	77%	265	100%	343	
Traffic enforcement	8%	29	34%	115	22%	77	6%	22	29%	100	100%	343	
Street repair	15%	52	38%	134	31%	108	9%	30	7%	24	100%	348	
Street cleaning	15%	51	53%	183	23%	78	5%	17	5%	17	100%	346	
Street lighting	10%	35	41%	142	31%	109	16%	55	3%	9	100%	351	
Sidewalk maintenance	5%	18	40%	138	34%	119	15%	51	6%	21	100%	348	
Traffic signal timing	7%	26	41%	142	34%	117	14%	49	4%	14	100%	349	
Bus or transit services	11%	38	34%	117	20%	71	4%	12	31%	109	100%	348	
Garbage collection	44%	155	46%	163	7%	26	0%	1	2%	8	100%	353	
Recycling	57%	200	36%	128	6%	22	0%	1	1%	3	100%	353	
Yard waste pick-up	45%	158	33%	116	7%	25	1%	4	13%	45	100%	348	
Storm drainage	15%	51	46%	159	20%	70	4%	15	15%	51	100%	346	
City parks	22%	77	57%	198	10%	34	2%	7	9%	31	100%	347	

Question 13: Service Quality												
Please rate the quality of each of the following services in El Cerrito:	Exce	llent	Go	od	Fa	ir	Pod	or	Do kno		Tot	al
Recreation programs or classes	14%	48	31%	108	13%	44	1%	3	41%	142	100%	345
Recreation centers or facilities	16%	56	35%	122	13%	45	1%	3	35%	121	100%	346
Land use, planning and zoning	5%	18	23%	78	19%	66	6%	21	46%	158	100%	342
Code enforcement (weeds, abandoned buildings, etc.)	5%	17	19%	65	20%	71	11%	37	45%	156	100%	346
Animal control	6%	20	27%	92	15%	52	5%	17	47%	164	100%	345
Economic development	4%	14	22%	73	21%	69	7%	23	47%	159	100%	339
Services to seniors	10%	36	23%	81	12%	43	1%	4	53%	183	100%	347
Services to youth	8%	27	27%	95	12%	42	4%	12	50%	173	100%	348
Services to low-income people	3%	10	7%	24	11%	38	3%	10	76%	262	100%	344
Public library services	11%	39	31%	107	16%	5 <i>7</i>	8%	26	34%	117	100%	346
Public information services	10%	33	27%	92	21%	70	2%	6	41%	140	100%	342
Public schools	9%	32	21%	72	21%	72	11%	38	38%	131	100%	345
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	18	28%	95	20%	68	6%	21	40%	136	100%	338
Preservation of natural areas such as open space, farmlands and greenbelts	14%	49	36%	122	23%	79	3%	9	24%	83	100%	342

Question 14: Government Services Overall														
Overall, how would you rate the quality of the services provided by each of the following?	Excel	lent	Go	od	Fa	ir	Poo	or	Do kno		Tot	al		
The City of El Cerrito	20%	70	53%	186	18%	62	2%	8	7%	23	100%	350		
The Federal Government	6%	21	25%	86	34%	118	13%	45	22%	77	100%	346		
The State Government	5%	16	19%	68	36%	126	18%	63	22%	75	100%	347		
Contra Costa County Government	5%	16	23%	81	31%	108	11%	37	30%	105	100%	347		

Que	Question 15: Recommendation and Longevity													
Please indicate how likely or unlikely you are to do each of the following:	Very	Very likely Somewhat likely		Some unlik	/			n't ow	Tota	al				
Recommend living in El Cerrito to someone who asks	54%	191	38%	136	6%	20	1%	3	1%	4	100%	354		
Remain in El Cerrito for the next five years	58%	206	26%	93	8%	28	4%	14	4%	13	100%	354		

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	6%	21
Somewhat positive	16%	56
Neutral	57%	198
Somewhat negative	19%	65
Very negative	3%	10
Total	100%	350

Question 17: Contact with Fire Department										
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	N	0	Ye	s	Don't know		Tot	al		
Have you had any in-person or phone contact with an employee of the City of El Cerrito Fire Department within the last 12 months?	84%	294	14%	50	1%	5	100%	349		

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?	Excel	lent	Goo	od	Fai	r	Poo	or	Don't know		Tota	ıl
What was your overall impression of your most recent contact with the City of El Cerrito Fire Department?	61%	30	28%	14	4%	2	5%	3	1%	0	100%	49

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of El Cerrito within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	53%	188
Yes	47%	165
Total	100%	353

Question 20: City Employees														
What was your impression of the employee(s) of the City of El Cerrito in your most recent contact?	Excellent		nt Good		ood Fair		ir Poor				Don't know		Tot	al
Knowledge	41%	67	37%	60	14%	22	3%	5	5%	8	100%	162		
Responsiveness	46%	76	27%	44	12%	19	14%	23	1%	1	100%	163		
Courtesy	51%	83	27%	44	8%	14	12%	20	2%	2	100%	163		
Overall impression	39%	65	36%	59	12%	20	11%	18	1%	1	100%	164		

Question 21: Government Performance														
Please rate the following categories of El Cerrito government performance:	Excellent		lent Goo		llent Good		Fai	r	Po	or	Do kno		Tot	al
The value of services for the taxes paid to El Cerrito	14%	50	35%	125	24%	84	7%	26	20%	70	100%	355		
The overall direction that El Cerrito is taking	14%	51	41%	144	22%	78	8%	29	15%	53	100%	355		
The job El Cerrito government does at welcoming citizen involvement	13%	46	28%	100	22%	78	7%	25	29%	102	100%	352		

Question 22a: Custom Question	n 1							
Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:	Very	Very likely		what ely	Not a		Tot	al
City Council	21%	71	31%	106	49%	167	100%	345
Environmental services	32%	109	39%	134	29%	101	100%	343
Economic development	27%	92	33%	114	40%	136	100%	341
Fire	26%	87	35%	119	40%	135	100%	340
Planning & building (development services)	21%	71	33%	113	46%	156	100%	340
Police	27%	91	38%	131	35%	119	100%	341
Public works	21%	72	42%	141	37%	126	100%	339
Recreation	35%	121	38%	129	27%	93	100%	343
General (all departments)	24%	82	46%	161	30%	104	100%	347

Question 22b: Custom Question 2								
The City is considering implementing more options to contact the Police Department for non-emergency issues  (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:	Very likely		Somewhat likely		Not at all likely		Total	
Online via the Internet	54%	183	25%	85	22%	74	100%	342
Text message	17%	57	26%	88	57%	191	100%	336
Social media (i.e., Facebook, Twitter)	7%	24	18%	59	75%	253	100%	336
Email	53%	180	27%	93	20%	69	100%	342
Telephone	60%	207	28%	95	12%	42	100%	343
Fax	7%	23	15%	52	78%	260	100%	335
Mail	18%	62	35%	11 <i>7</i>	47%	161	100%	340
In person (during regular business hours)	21%	71	50%	172	29%	100	100%	343

C	uestion	22c: Cust	om Que	estion 3								
To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:		ongly pport		ewhat port	Somev		Stron oppo	<i>O</i> ,	Dor kno		Tot	al
Increase education about the street sweeping schedule	68%	238	24%	85	3%	11	2%	6	4%	12	100%	352
Install permanent signs about the street sweeping schedule	52%	183	25%	87	13%	44	7%	25	4%	14	100%	353
Enact parking restrictions by block	25%	88	23%	79	19%	66	26%	90	7%	23	100%	347
Enact parking restrictions on alternate sides of the street	32%	113	23%	81	14%	48	24%	83	7%	26	100%	350
Increase the sweeping frequency on residential streets	32%	112	35%	124	13%	47	8%	28	11%	40	100%	351

Question D1: Employ	ment Status	
Are you currently employed for pay?	Percent of respondents	Count
No	28%	100
Yes, full-time	58%	207
Yes, part-time	14%	48
Total	100%	355

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	52%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	23%
Walk	4%
Bicycle	3%
Work at home	9%
Other	1%

Question D3: Length of Residency		
How many years have you lived in El Cerrito?	Percent of respondents	Count
Less than 2 years	11%	40
2 to 5 years	20%	73
6 to 10 years	18%	63
11 to 20 years	17%	63
More than 20 years	33%	120
Total	100%	358

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	70%	251
House attached to one or more houses (e.g., a duplex or townhome)	5%	19
Building with two or more apartments or condominiums	24%	87
Mobile home	0%	0
Other	1%	2
Total	100%	359

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	38%	131
Owned by you or someone in this house with a mortgage or free and clear	62%	211
Total	100%	342

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	5%	19
\$300 to \$599 per month	9%	32
\$600 to \$999 per month	12%	41
\$1,000 to \$1,499 per month	21%	74
\$1,500 to \$2,499 per month	30%	103
\$2,500 or more per month	22%	77
Total	100%	345

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	69%	246
Yes	31%	110
Total	100%	355

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	69%	247	
Yes	31%	109	
Total	100%	356	

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	11%	37
\$25,000 to \$49,999	17%	58
\$50,000 to \$99,999	33%	111
\$100,000 to \$149,000	18%	60
\$150,000 or more	21%	71
Total	100%	336

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	94%	329
Yes, I consider myself to be Spanish, Hispanic or Latino	6%	21
Total	100%	351

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%	5
Asian, Asian Indian or Pacific Islander	32%	114
Black or African American	9%	30
White	57%	203
Other	7%	25
Total may exceed 100% as respondents could select more than one option	·	

Question D12: Age				
In which category is your age? Percent of respondents Cour				
18 to 24 years		3%	12	
25 to 34 years		19%	69	
35 to 44 years		14%	51	
45 to 54 years		22%	80	
55 to 64 years		16%	57	
65 to 74 years		13%	45	
75 years or older		13%	45	
Total		100%	359	

Question D13: Gender				
What is your sex? Percent of respondents Count				
Female	53%	188		
Male	47%	167		
Total	100%	355		

Question D14: Registered to Vote					
Are you registered to vote in your jurisdiction?  Percent of respondents  Count					
No	12%	43			
Yes	80%	287			
Ineligible to vote	6%	20			
Don't know	2%	7			
Total	100%	358			

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	15%	55	
Yes	77%	275	
Ineligible to vote	7%	26	
Don't know	0%	1	
Total	100%	358	

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	27
Yes	92%	329
Total	100%	356

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	25%	89
Yes	75%	266
Total	100%	355

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	31%	76
Land line	45%	110
Both	24%	5 <i>7</i>
Total	100%	243

## 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."

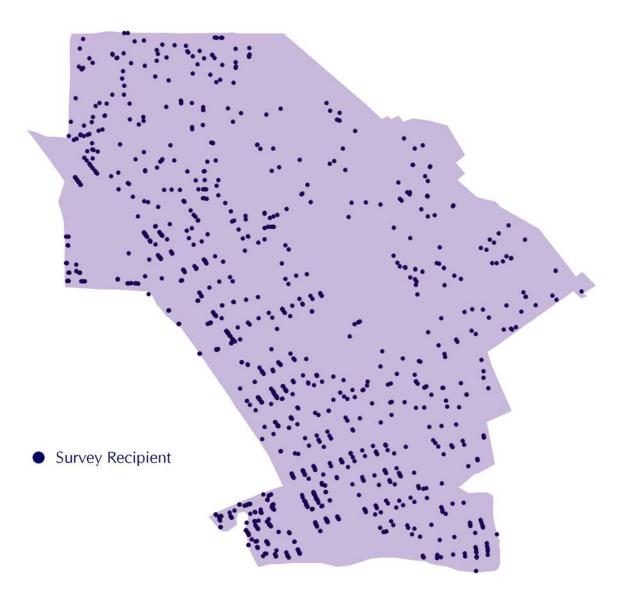
## SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of El Cerrito 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 El Cerrito 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 El Cerrito 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 El Cerrito 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 El Cerrito. 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 93: LOCATION OF SURVEY RECIPIENTS

## The National Citizen Survey™ El Cerrito, CA 2012



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of

birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

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

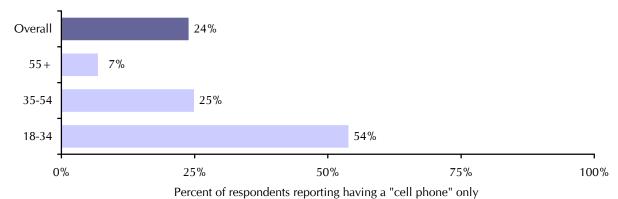


FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN EL CERRITO

#### SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 4, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

#### SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of El Cerrito survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (362 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of

-

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

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. 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 the 2005-2009 American Community Survey other population norms for adults in the City of El Cerrito. 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, race and 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.

El Cerrito, CA Citizen Survey Weighting Table						
Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data			
Housing						
Rent home	39%	34%	38%			
Own home	61%	66%	62%			
Detached unit	70%	67%	70%			
Attached unit	30%	33%	30%			
Race and Ethnicity						
White	55%	61%	54%			
Not white	45%	39%	46%			
Not Hispanic	90%	94%	94%			
Hispanic	10%	6%	6%			
White alone, not Hispanic	50%	59%	51%			
Hispanic and/or other race	50%	41%	49%			
Sex and Age						
Female	53%	61%	53%			
Male	47%	39%	47%			
18-34 years of age	23%	11%	23%			
35-54 years of age	37%	30%	36%			
55 + years of age	40%	59%	41%			
Females 18-34	11%	6%	11%			
Females 35-54	19%	19%	20%			
Females 55+	22%	36%	23%			
Males 18-34	12%	5%	12%			
Males 35-54	18%	10%	17%			
Males 55+	17%	23%	18%			

<sup>1</sup> Source: 2010 Census/2005-2009 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 agreedisagree 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 El Cerrito to the Benchmark Database

The City of El Cerrito 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 El Cerrito 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 El Cerrito 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 El Cerrito'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 El Cerrito.

## Dear El Cerrito Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of El Cerrito. 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,

William C. Jones III

William C. Jones, III

Mayor

## Dear El Cerrito Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of El Cerrito. 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!

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William C. Jones III

Mayor

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Sincerely,

William C. Jones III

Mayor



10890 San Pablo Ave El Cerrito, CA 94530

Return Service Requested

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



10890 San Pablo Ave El Cerrito, CA 94530

Return Service Requested



10890 San Pablo Ave El Cerrito, CA 94530

Return Service Requested

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



10890 San Pablo Ave El Cerrito, CA 94530

Return Service Requested

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

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



April 2012

Dear City of El Cerrito Resident:

The City of El Cerrito wants to know what you think about our community and municipal government. You have been randomly selected to participate in El Cerrito's 2012 Citizen Survey.

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 510-215-4318.

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

Sincerely,

William C. Jones III

Mayor

Website: www.el-ceritto.org



April 2012

Dear City of El Cerrito 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 recycle 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 El Cerrito wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of El Cerrito's Citizen Survey.

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

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

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

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Website: www.el-ceritto.org

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

Sincerely,

William C. Jones III

Mayor

## The City of El Cerrito 2012 Citizen Survey

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

## 1. Please rate each of the following aspects of quality of life in El Cerrito:

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

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

Excellent	Good	Fair	Poor	Don't know
Sense of community	2	3	4	5
Openness and acceptance of the community toward people of				
diverse backgrounds1	2	3	4	5
Overall appearance of El Cerrito	2	3	4	5
Cleanliness of El Cerrito	2	3	4	5
Overall quality of new development in El Cerrito	2	3	4	5
Variety of housing options	2	3	4	5
Overall quality of business and service establishments in El Cerrito 1	2	3	4	5
Shopping opportunities	2	3	4	5
Opportunities to attend cultural activities	2	3	4	5
Recreational opportunities	2	3	4	5
Employment opportunities	2	3	4	5
Educational opportunities	2	3	4	5
Opportunities to participate in social events and activities	2	3	4	5
Opportunities to participate in religious or spiritual events				
and activities1	2	3	4	5
Opportunities to volunteer	2	3	4	5
Opportunities to participate in community matters	2	3	4	5
Ease of car travel in El Cerrito	2	3	4	5
Ease of bus travel in El Cerrito	2	3	4	5
Ease of rail or subway travel in El Cerrito	2	3	4	5
Ease of bicycle travel in El Cerrito	2	3	4	5
Ease of walking in El Cerrito	2	3	4	5
Availability of paths and walking trails	2	3	4	5
Traffic flow on major streets	2	3	4	5
Amount of public parking 1	2	3	4	5
Availability of affordable quality housing	2	3	4	5
Availability of affordable quality child care	2	3	4	5
Availability of affordable quality health care	2	3	4	5
Availability of affordable quality food	2	3	4	5
Availability of preventive health services	2	3	4	5
Air quality1	2	3	4	5
Quality of overall natural environment in El Cerrito	2	3	4	5
Overall image or reputation of El Cerrito	2	3	4	5

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

	Much	Somewhat	Right	Somewhat	Much	Don't	
	too slow	too slow	amount	too fast	too fast	know	
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 El Cerrito?  O Not a problem O Minor problem O Moderate problem O Major problem O Don't know
5.	Please rate how safe or unsafe you feel from the following in El Cerrito:
	Very Somewhat Neither safe Somewhat Very Don't safe safe nor unsafe unsafe unsafe 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 Somewhat Neither safe Somewhat Very Don't
	safe safe nor unsafe unsafe know
	In your neighborhood during the day1 2 3 4 5 6
	In your neighborhood after dark1 2 3 4 5 6
	In El Cerrito's commercial area during the day 1 2 3 4 5 6
	In El Cerrito's commercial area after dark 1 2 3 4 5 6
7.	Have you had any in-person or phone contact with an employee of the City of El Cerrito Police Department within the last 12 months?  O No → Go to Question 9  O Yes → Go to Question 8  O Don't know → Go to Question 9
	8. What was your overall impression of your most recent contact with the City of El Cerrito Police Department?  O Excellent O Good O Fair O Poor O Don't know
9.	During the past 12 months, were you or anyone in your household the victim of any crime?  O No → Go to Question 11  O Yes → Go to Question 10  O Don't know → Go to Question 11
	10. If yes, was this crime (these crimes) reported to the police?  O No O Yes O Don't know

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

Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used El Cerrito public libraries or their services	2	3	4	5
Used El Cerrito recreation centers	2	3	4	5
Participated in a recreation program or activity 1	2	3	4	5
Visited a neighborhood park or City park1	2	3	4	5
Ridden a local bus within El Cerrito1	2	3	4	5
Attended a meeting of local elected officials or other local public				
meeting 1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored				
public meeting on cable television, the Internet or other media 1	2	3	4	5
Read El Cerrito Newsletter	2	3	4	5
Visited the City of El Cerrito Web site (at www.el-cerrito.org)	2	3	4	5
Recycled used paper, cans or bottles from your home1	2	3	4	5
Volunteered your time to some group or activity in El Cerrito	2	3	4	5
Participated in religious or spiritual activities in El Cerrito	2	3	4	5
Participated in a club or civic group in El Cerrito	2	3	4	5
Provided help to a friend or neighbor	2	3	4	5

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

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

# The City of El Cerrito 2012 Citizen Survey

Please rate the quality of each of the following services in El C	C <b>errito:</b> Excellent	: Good	Fair	Poor	Don't know
Police services		. <u>Good</u>	3	4	5
Fire services		2	3	4	5
Ambulance or emergency medical services		2	3	4	5
Crime prevention		2	3	4	5
Fire prevention and education		2	3	4	5
Municipal courts		2	3	4	5
Traffic enforcement		2	3	4	5
Street repair		2	3	4	5
Street cleaning		2	3	4	5
Street lighting		2	3	4	5
Sidewalk maintenance		2	3	4	5
Traffic signal timing		2	3	4	5
Bus or transit services		2	3	4	5
		2	3	4	5
Garbage collection				•	~
Recycling		2	3	4	5
Yard waste pick-up		2	3	4	5
Storm drainage		2	3	4	5
City parks		2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities		2	3	4	5
Land use, planning and zoning		2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)		2	3	4	5
Animal control		2	3	4	5
Economic development	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services		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					
natural disasters or other emergency situations)		2	3	4	5
Preservation of natural areas such as open space, farmlands and					
greenbelts		2	3	4	5
Ŭ				•	
Overall, how would you rate the quality of the services provide			_	_	
TI 0: (FLO ::	Excellent		Fair	Poor	Don't know
The City of El Cerrito		2	3	4	5
The Federal Government		2	3	4	5
The State Government		2	3	4	5
Contra Costa County Government	1	2	3	4	5
Please indicate how likely or unlikely you are to do each of th	e following:				
Trease marcate now likely of unlikely you are to do each of th	_	mewhat	Somewhat	Very	Don't
	,	likely	unlikely	unlikely	<u>know</u>
Recommend living in El Cerrito to someone who asks		2	3	4	5
Remain in El Cerrito for the next five years		2	3	4	5
·					-
What impact, if any, do you think the economy will have on y the impact will be:  O Very positive O Somewhat positive O Neutral	ŕ				
O Very positive O Somewhat positive O Neutral	O Somew	nai negali	ve J	Very nega	uve
Have you had any in-person or phone contact with an employ last 12 months?	•				ithin the
O No → Go to Question 19 O Yes → Go to Question 1	ıø O Do	n't know	→ Go to Qu	iestion 19	
18. What was your overall impression of your most recent co	ntact with the			Departme	



- 19. Have you had any in-person, phone or email contact with an employee of the City of El Cerrito within the last 12 months (including police, receptionists, planners or any others)?
  - O No → Go to Question 21
- O Yes → Go to Question 20
- 20. What was your impression of the employee(s) of the City of El Cerrito in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness		2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

21. Please rate the following categories of El Cerrito government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to El Cerrito	1	2	3	4	5
The overall direction that El Cerrito is taking	1	2	3	4	5
The job El Cerrito government does at welcoming citizen involvement	nt 1	2	3	4	5

- 22. Please check the response that comes closest to your opinion for each of the following questions:
  - a. Please indicate how likely or unlikely you would be to subscribe to an email or online newsletter to receive information from the following City departments:

<i>,</i> , ,	Very likely	Somewhat likely	Not at all likely
City Council	1	2	3
Environmental services	1	2	3
Economic development	1	2	3
Fire	1	2	3
Planning & building (development services)	1	2	3
Police	1	2	3
Public works	1	2	3
Recreation	1	2	3
General (all departments)	1	2	3

b. The City is considering implementing more options to contact the Police Department for <u>non-emergency</u> issues (such as requesting a police report). Please indicate how likely or unlikely you would be to contact the Police using each of the following means of communication:

	Very likely	Somewhat likely	Not at all likely
Online via the Internet	1	2	3
Text message	1	2	3
Social media (i.e., Facebook, Twitter)	1	2	3
Email	1	2	3
Telephone	1	2	3
Fax	1	2	3
Mail	1	2	3
In person (during regular business hours)	1	2	3

c. To comply with the federally mandated Clean Water Act, the City of El Cerrito needs to improve the street sweeping program to more effectively remove trash and debris that pollutes our waterways and the San Francisco Bay. Currently, the street sweepers are often not able to sweep effectively due to cars parked on the street. Please indicate how much you would support or oppose the City taking each of the following actions:

	Strongly	Somewhat	Somewhat	Strongly	Don't	
	support	support	oppose	oppose	know	
Increase education about the street sweeping schedule	1	2	3	4	5	
Install permanent signs about the street sweeping schedul	e 1	2	3	4	5	
Enact parking restrictions by block	1	2	3	4	5	
Enact parking restrictions on alternate sides of the street	1	2	3	4	5	
Increase the sweeping frequency on residential streets	1	2	3	4	5	

## The City of El Cerrito 2012 Citizen Survey

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

<ul> <li>D1. Are you currently employed for pay?</li> <li>○ No → Go to Question D3</li> <li>○ Yes, full time → Go to Question D2</li> <li>○ Yes, part time → Go to Question D2</li> <li>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.)</li> <li>Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself</li></ul>	D8. Are you or any other members of your household aged 65 or older?  ○ No
children or adults days	Please respond to both questions D10 and D11:
Bus, rail, subway or other public transportation	<ul> <li>D10. Are you Spanish, Hispanic or Latino?</li> <li>O No, not Spanish, Hispanic or Latino</li> <li>O Yes, I consider myself to be Spanish, Hispanic or Latino</li> <li>D11. What is your race? (Mark one or more races to</li> </ul>
D3. How many years have you lived in El Cerrito?  ○ Less than 2 years ○ 11-20 years ○ 2-5 years ○ More than 20 years ○ 6-10 years	indicate what race you consider yourself to be.)  O American Indian or Alaskan Native O Asian, Asian Indian or Pacific Islander O Black or African American O White
D4. Which best describes the building you live in?	O Other
<ul> <li>One family house detached from any other houses</li> <li>House attached to one or more houses (e.g., a duplex or townhome)</li> <li>Building with two or more apartments or condominiums</li> <li>Mobile home</li> <li>Other</li> </ul>	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?
	O Female O Male
<ul><li>D5. Is this house, apartment or mobile home</li><li>Rented for cash or occupied without cash payment?</li><li>Owned by you or someone in this house with a mortgage or free and clear?</li></ul>	D14. Are you registered to vote in your jurisdiction?  O No O Ineligible to vote O Yes O Don't know
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)?	D15. Many people don't have time to vote in elections.  Did you vote in the last general election?  O No O Ineligible to vote O Yes O Don't know
<ul> <li>Less than \$300 per month</li> <li>\$300 to \$599 per month</li> <li>\$600 to \$999 per month</li> </ul>	D16. Do you have a cell phone? O No O Yes
<ul> <li>\$1,000 to \$1,499 per month</li> <li>\$1,500 to \$2,499 per month</li> </ul>	D17. Do you have a land line at home? O No O Yes
O \$2,500 or more per month  D7. Do any children 17 or under live in your household?	D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

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

O Cell

• Land line

O No

O Yes



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