



CITY OF SEASIDE, CA 2012



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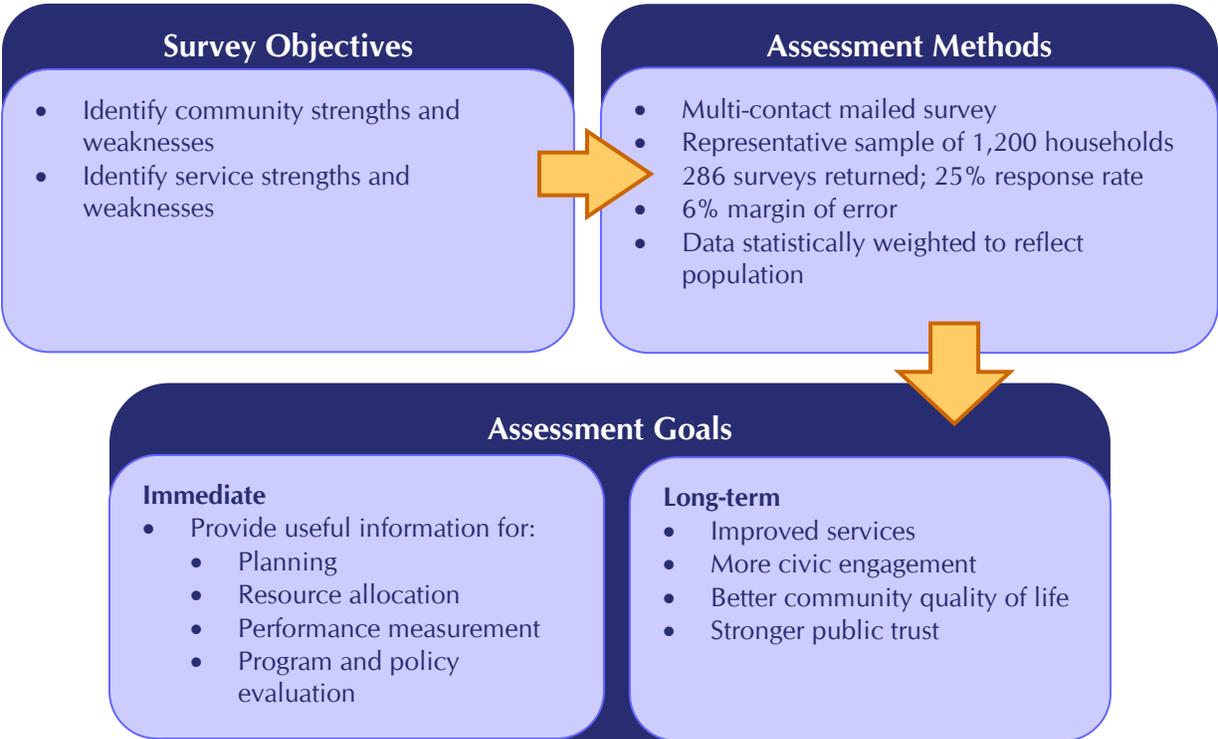
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SURVEY BACKGROUND

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



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 286 completed surveys were obtained (275 mail surveys and 13 web surveys), providing an overall response rate of 25%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

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

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Seaside Survey (286 completed surveys) is plus or minus six percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 54-66% of all residents are likely to feel that way.

Comparing Survey Results

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

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 Seaside chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with populations from 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000). 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 Seaside 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 Seaside 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 Seaside'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 Seaside 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 Seaside and believed the City was a good place to live. The overall quality of life in the City of Seaside was rated as “excellent” or “good” by 59% of respondents. A majority reported they plan on staying in the City of Seaside for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were ease of car travel and ease of bus travel. The two characteristics receiving the least positive ratings were the availability of affordable quality child care and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, four were above the national benchmark comparison, three were similar to the national benchmark comparison and 21 were below.

Residents in the City of Seaside were somewhat civically engaged. While only 27% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 89% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Seaside, which was lower than the benchmark.

In general, survey respondents demonstrated mild distrust in local government. Less than half rated the overall direction being taken by the City of Seaside as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Seaside in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, four were above the benchmark comparison, seven were similar to the benchmark comparison and 24 were below.

A Key Driver Analysis was conducted for the City of Seaside which examined the relationships between ratings of each service and ratings of the City of Seaside'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 Seaside 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:

- Cable television
- City parks
- Preservation of natural areas

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 Seaside – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Seaside. Residents were asked whether they planned to move soon or if they would recommend the City of Seaside to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Seaside offers services and amenities that work.

A majority of the City of Seaside’s residents gave favorable ratings to their neighborhoods and the community as a place to live. In addition, many reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

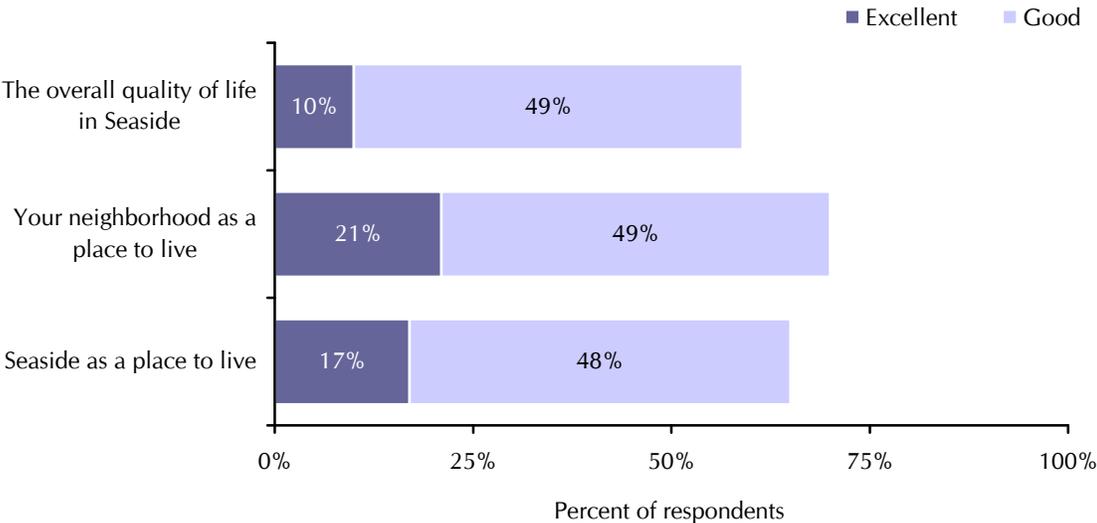
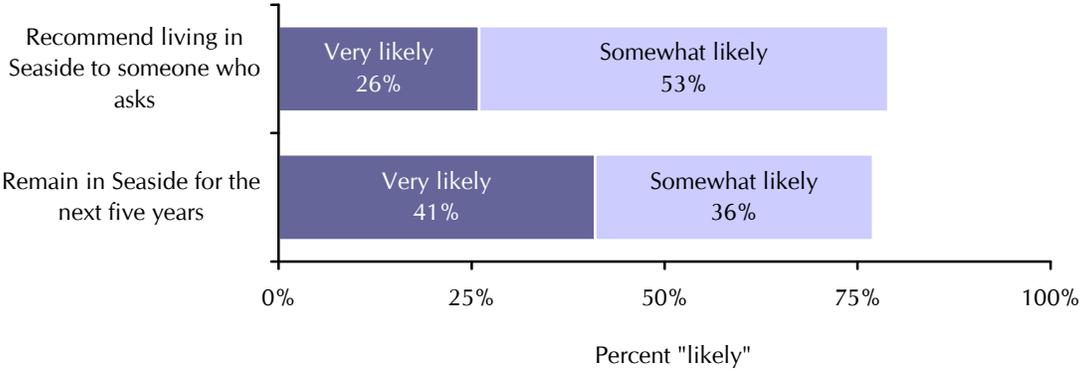


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Overall quality of life in Seaside	Much below	Much below
Your neighborhood as place to live	Much below	Below
Seaside as a place to live	Much below	Much below
Recommend living in Seaside to someone who asks	Much below	Below
Remain in Seaside for the next five years	Much below	Below

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel was given the most positive rating, followed by ease of bus travel. All community transportation ratings from Seaside respondents were similar to or above the benchmarks.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

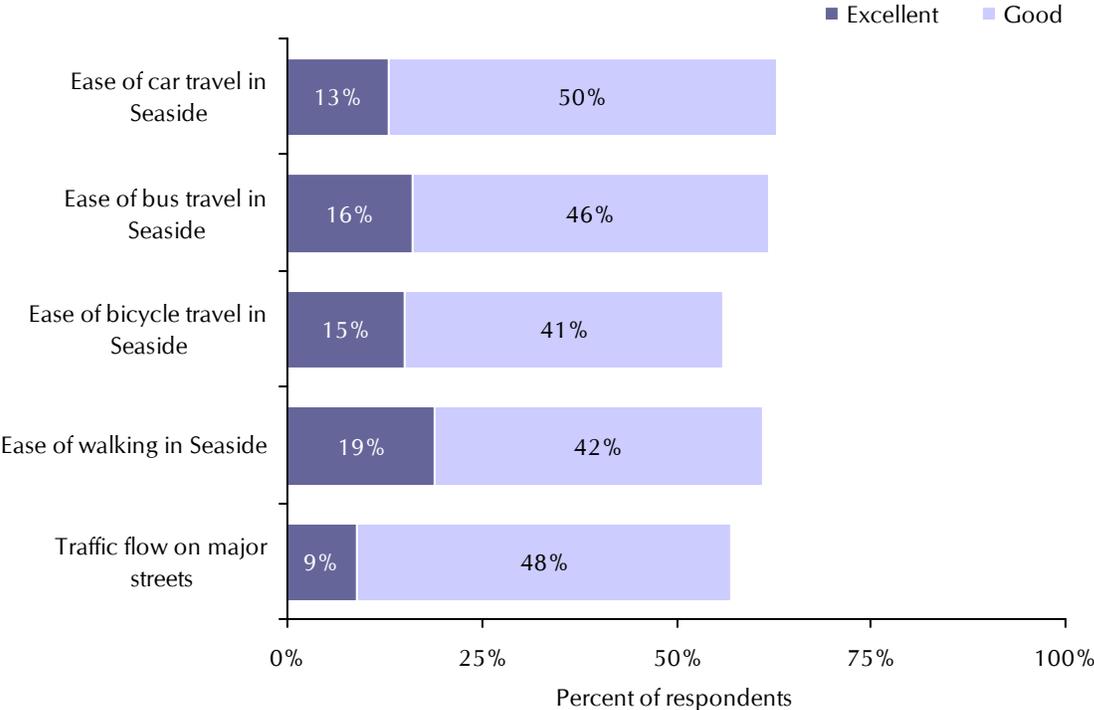


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Ease of car travel in Seaside	Similar	Similar
Ease of bus travel in Seaside	Much above	Much above
Ease of bicycle travel in Seaside	Above	Above
Ease of walking in Seaside	Similar	Similar
Traffic flow on major streets	Much above	Above

Seven transportation services were rated in Seaside. As compared to most communities across America, ratings tended to be a mix of positive and negative. Three were above the national and custom comparison communities' benchmarks and four were below.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

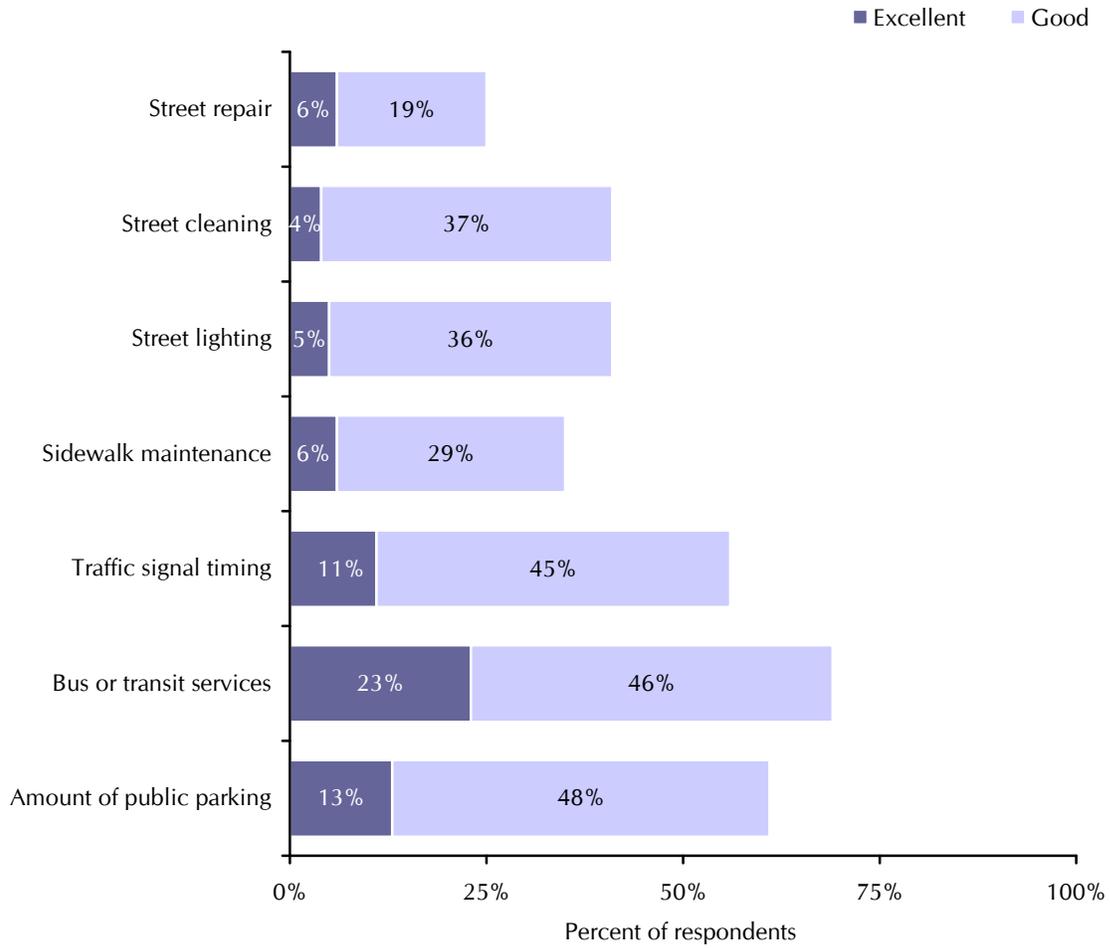


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Street repair	Much below	Much below
Street cleaning	Much below	Much below
Street lighting	Much below	Much below
Sidewalk maintenance	Much below	Much below
Traffic signal timing	Above	Above
Bus or transit services	Much above	Much above
Amount of public parking	Much above	Much above

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

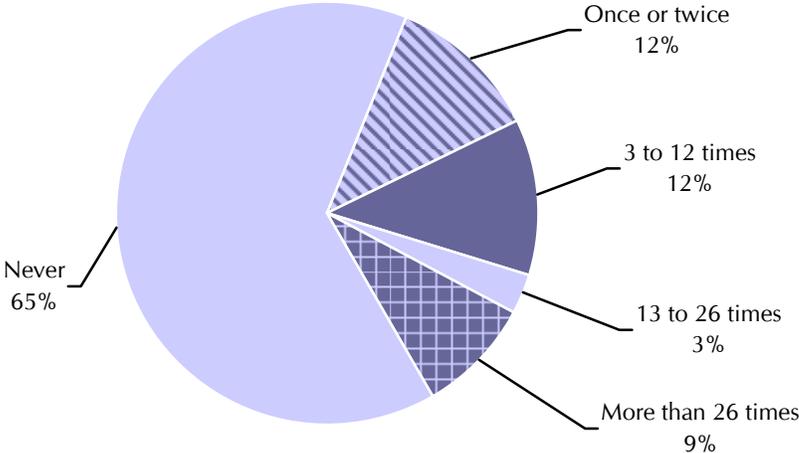


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Ridden a local bus within Seaside	Much more	Much more

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 6% of work commute trips were made by transit and 4% by foot.

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

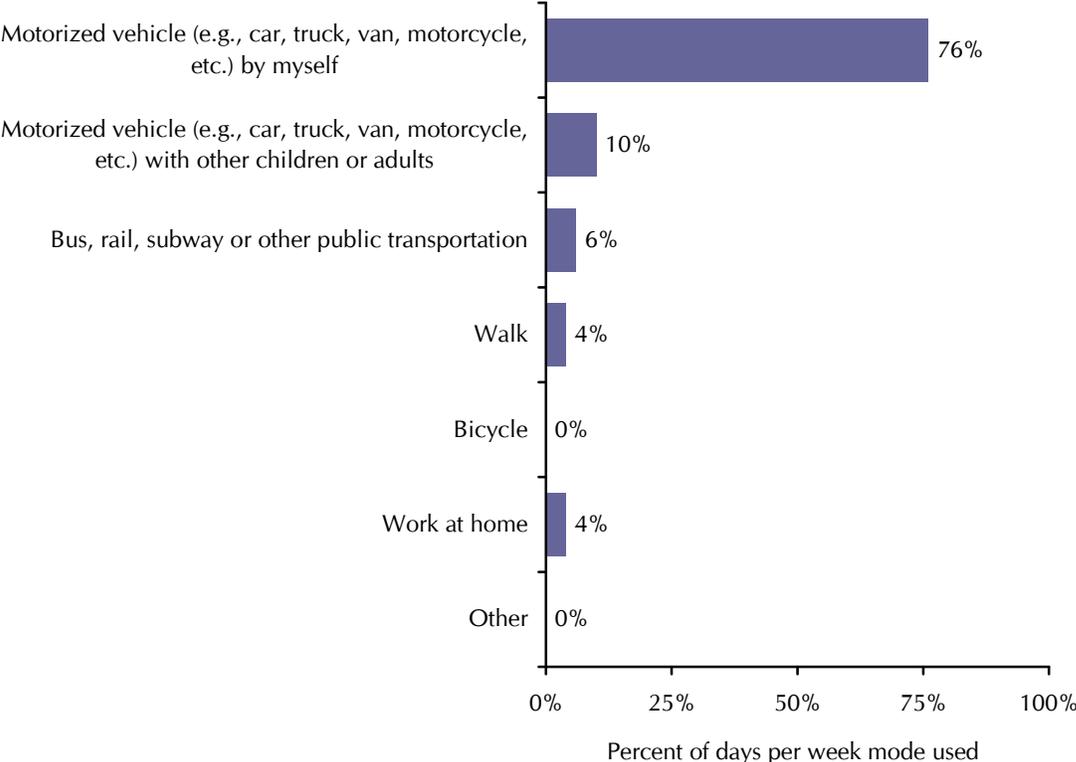


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Average percent of work commute trips made by driving alone	Similar	Similar

Housing

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

The survey of the City of Seaside 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 22% of respondents, while the variety of housing options was rated as “excellent” or “good” by 37% of respondents. The rating of perceived affordable housing availability was worse in the City of Seaside than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

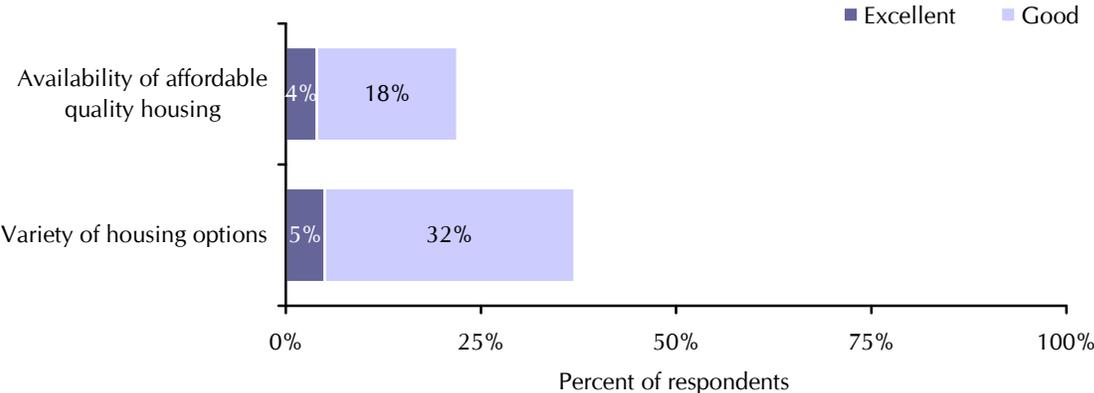


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Availability of affordable quality housing	Much below	Much below
Variety of housing options	Much below	Much below

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

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

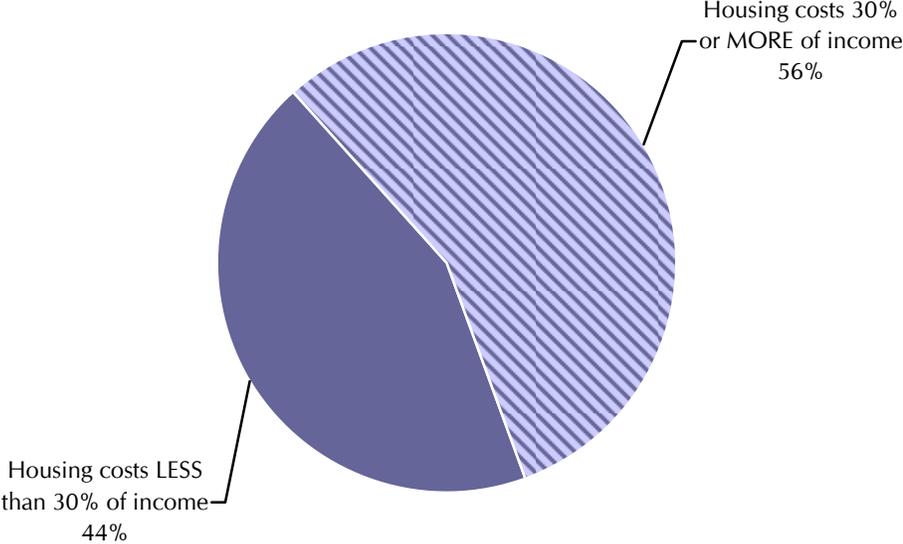


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more	Much more

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Seaside and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Seaside was rated as “excellent” by 7% of respondents and as “good” by an additional 23%. The overall appearance of Seaside was rated as “excellent” or “good” by 35% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Seaside, 30% thought they were a “major” problem. The services of land use and code enforcement were rated below the benchmark and the service of animal control was similar to the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

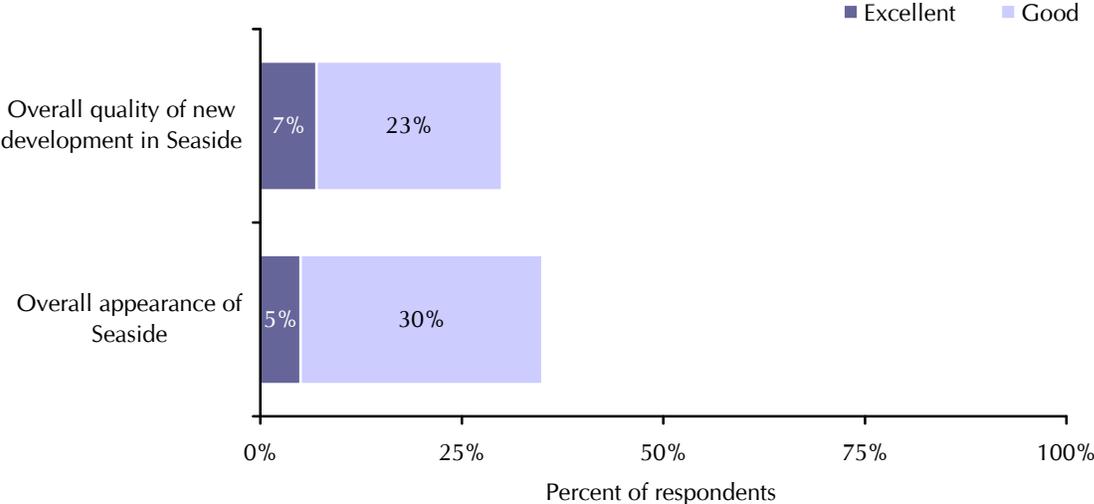


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Quality of new development in Seaside	Much below	Much below
Overall appearance of Seaside	Much below	Much below

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 20: RATINGS OF POPULATION GROWTH

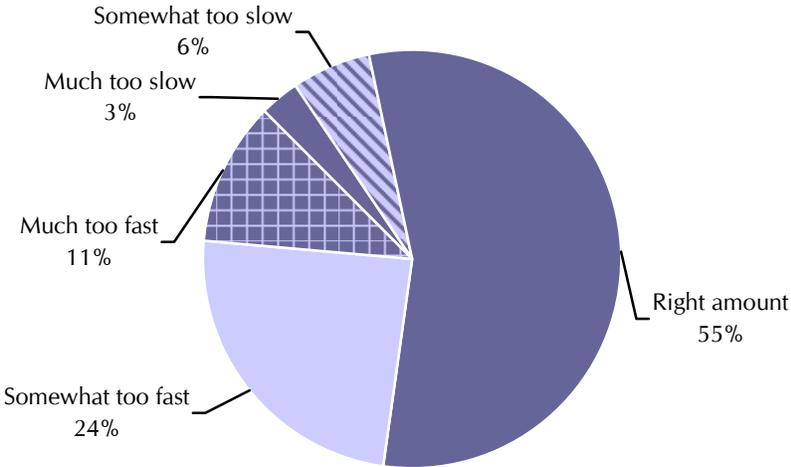


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Population growth seen as too fast	Less	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

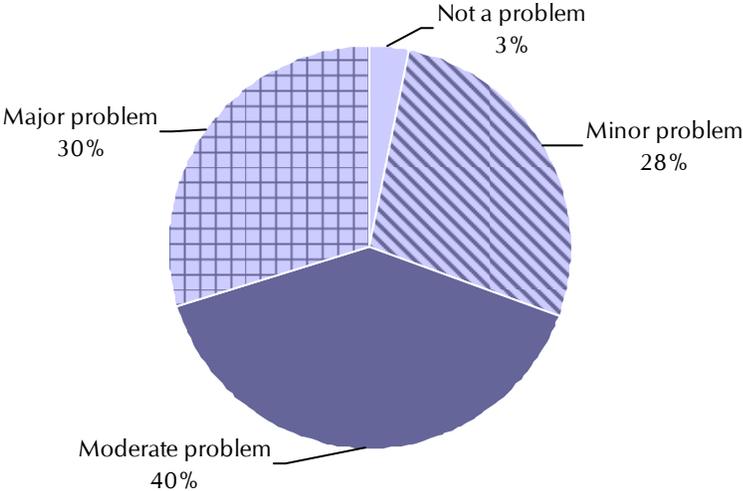


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much more	Much more

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

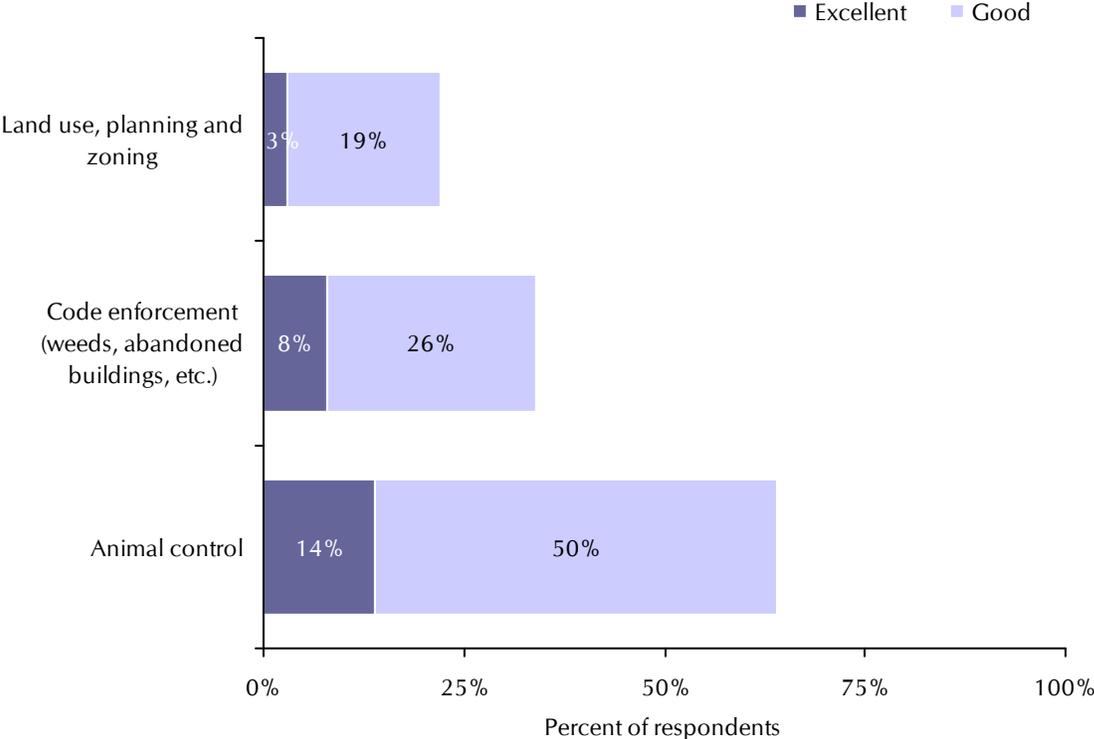


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Land use, planning and zoning	Much below	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below	Below
Animal control	Similar	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 feature was Seaside as a place to work. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

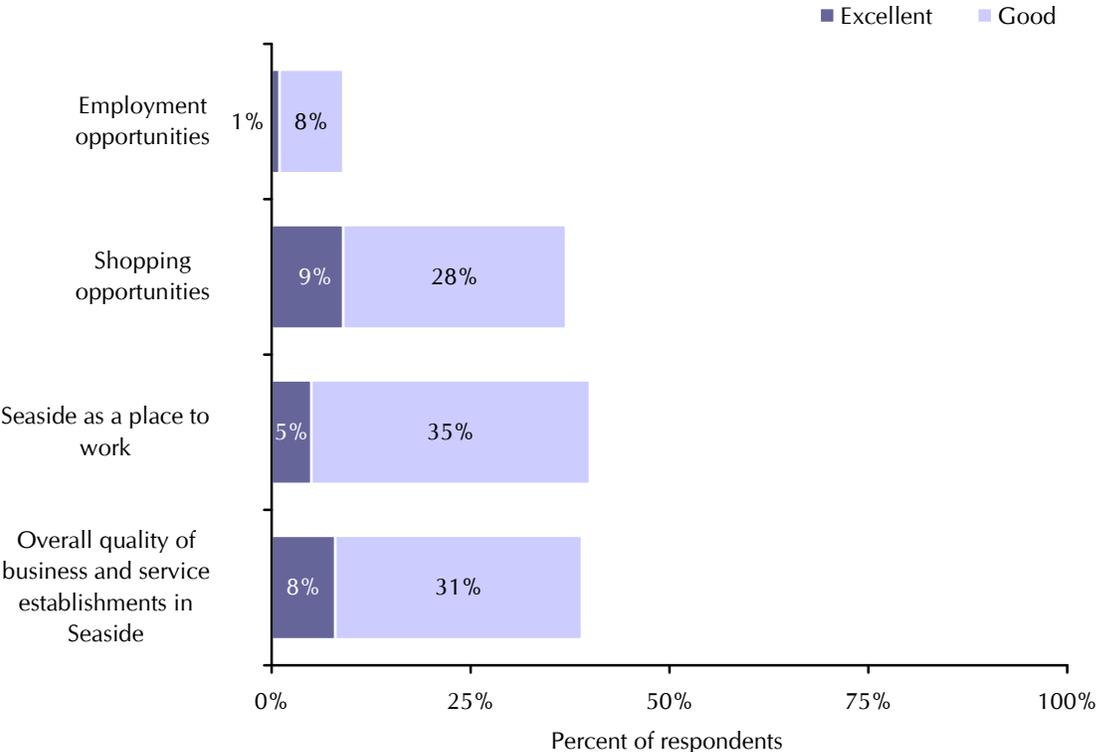


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Employment opportunities	Much below	Much below
Shopping opportunities	Much below	Much below
Seaside as a place to work	Much below	Much below
Overall quality of business and service establishments in Seaside	Much below	Much below

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 Seaside, 87% responded that it was “too slow,” while 63% reported retail growth as “too slow.” More residents in Seaside compared to other jurisdictions believed that both retail and jobs growth were too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

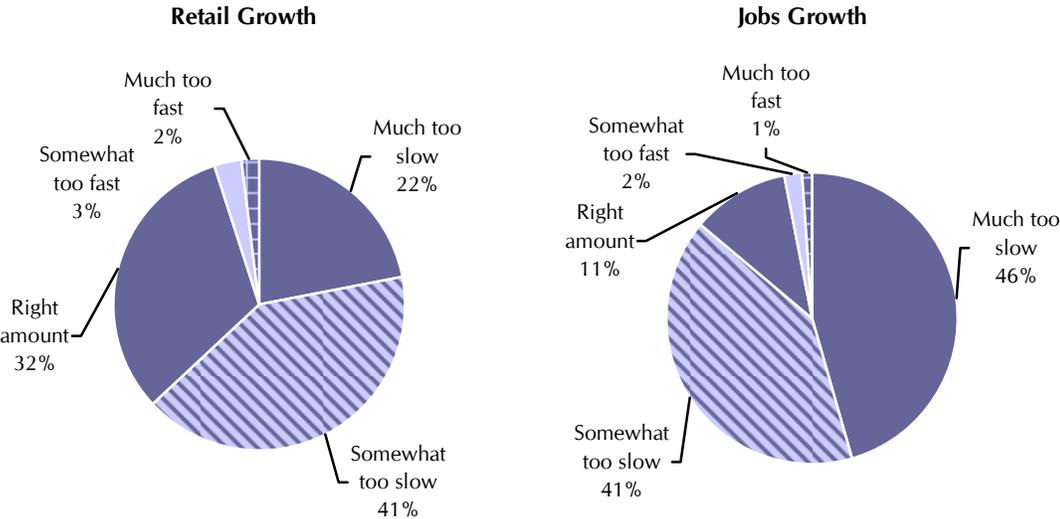


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

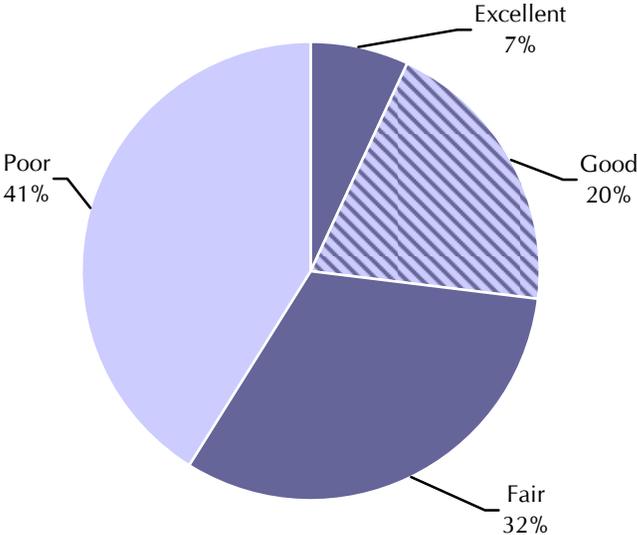


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Economic development	Much below	Much below

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of the City of Seaside residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 36% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

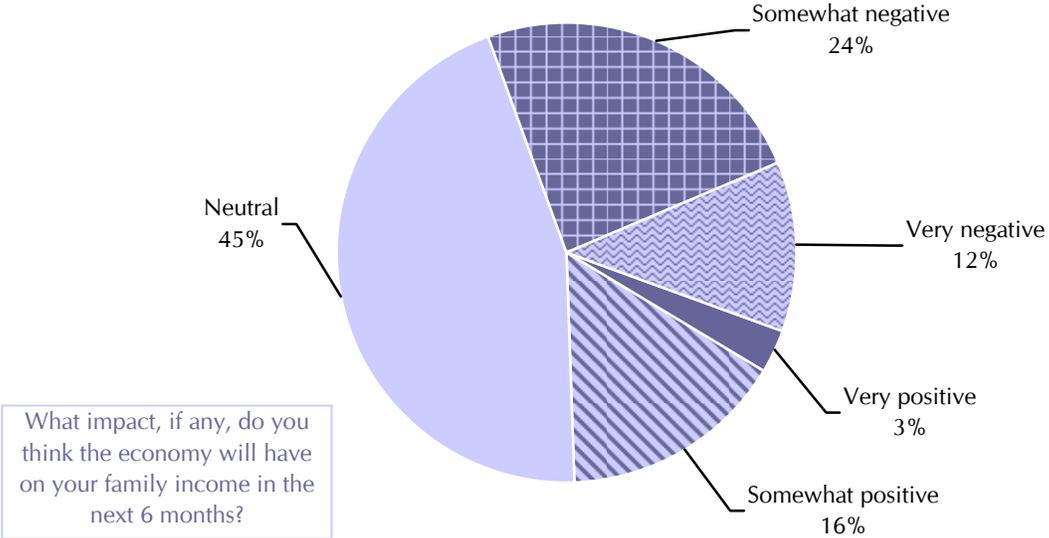


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

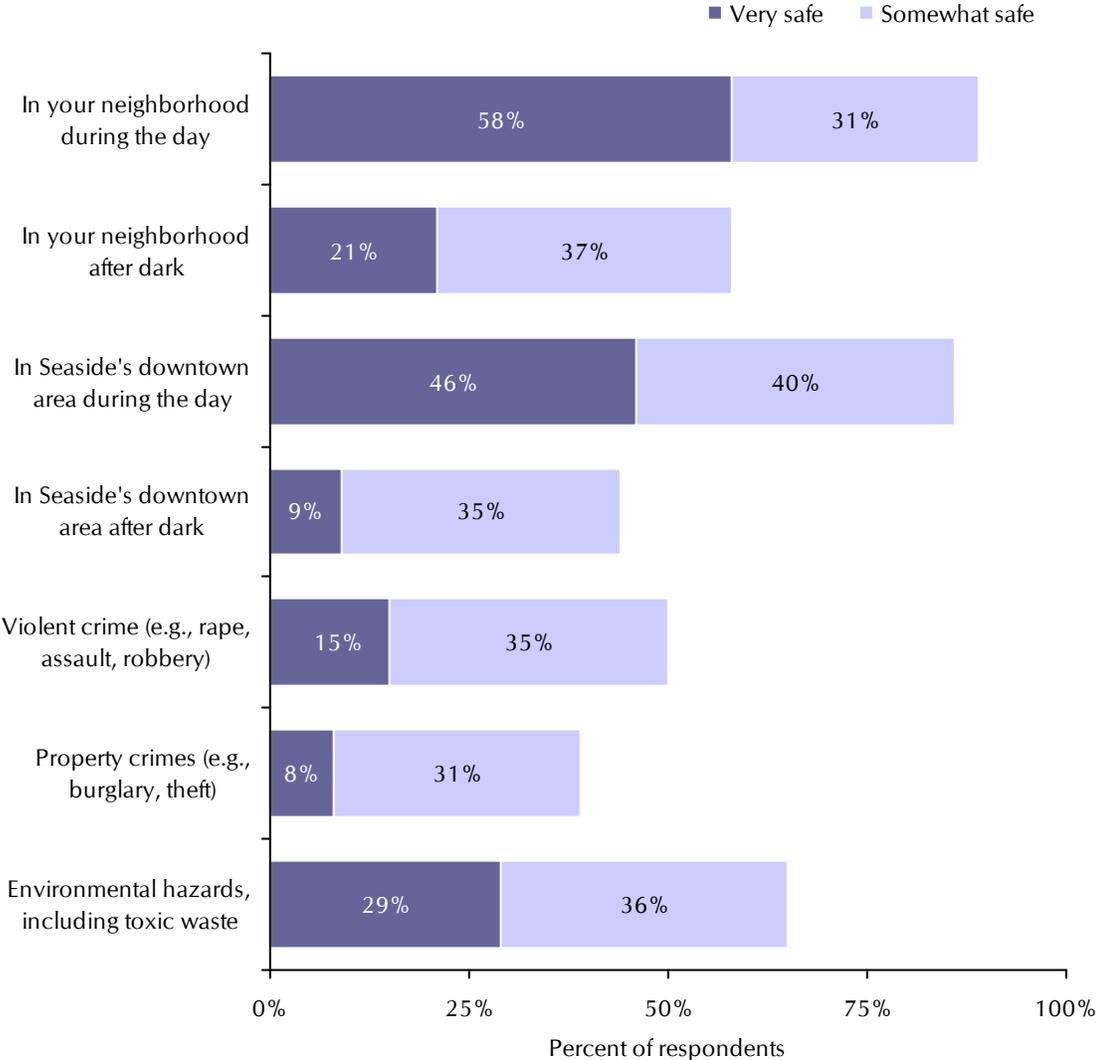
	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Positive impact of economy on household income	Similar	Similar

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. A majority gave positive ratings of safety in the City of Seaside. Half of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 65% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
In your neighborhood during the day	Similar	Similar
In your neighborhood after dark	Much below	Below
In Seaside's downtown area during the day	Similar	Similar
In Seaside's downtown area after dark	Much below	Below
Violent crime (e.g., rape, assault, robbery)	Much below	Much below
Property crimes (e.g., burglary, theft)	Much below	Much below
Environmental hazards, including toxic waste	Much below	Below

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 87% had reported it to police. Compared to other jurisdictions about the same percent of Seaside residents had been victims of crime in the 12 months preceding the survey and more Seaside residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

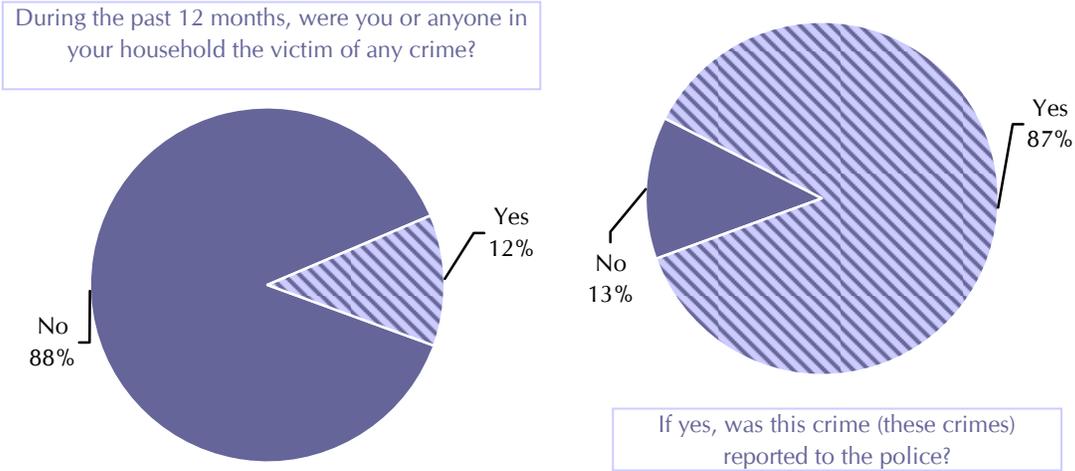


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Victim of crime	Similar	Similar
Reported crimes	Much more	More

Residents rated six City public safety services; of these, five were rated similar to the custom benchmark communities, and one was rated below the benchmark comparison. Fire and police services received the highest ratings, while crime prevention and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

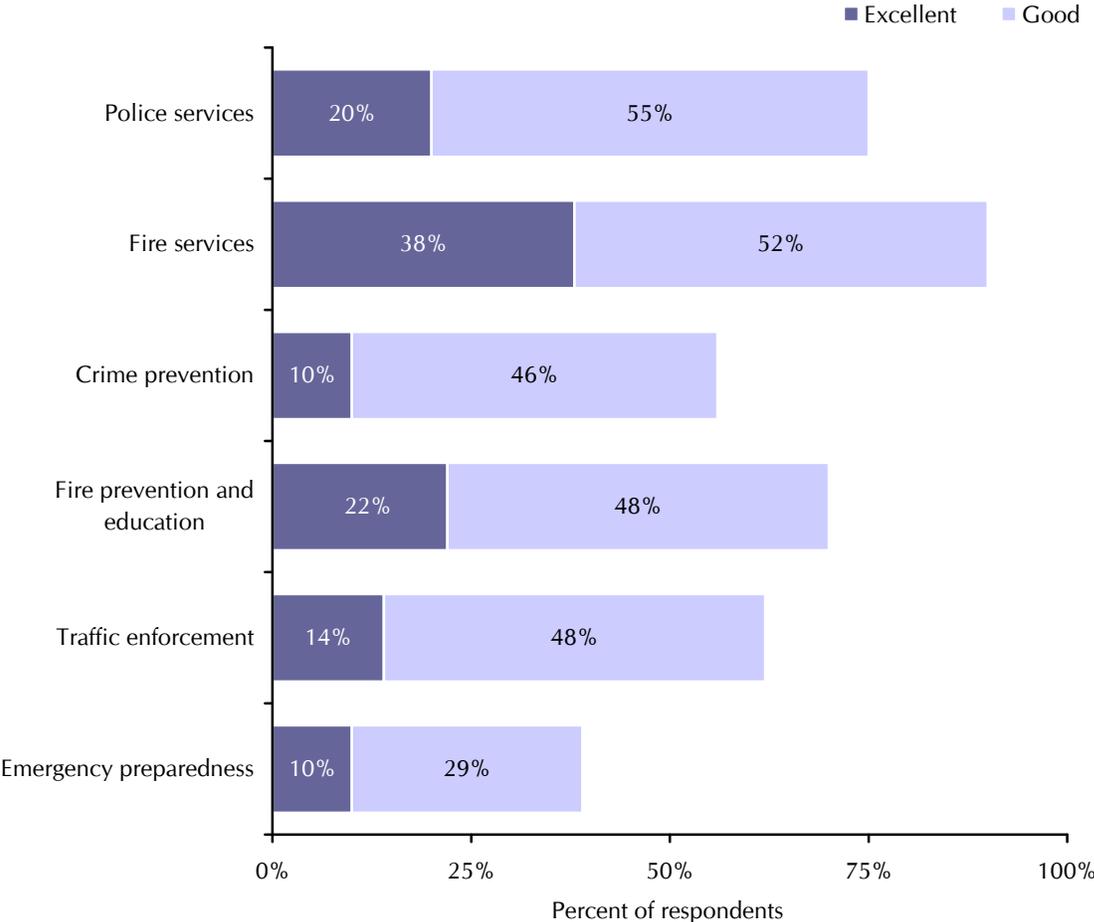


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Police services	Below	Similar
Fire services	Similar	Similar
Crime prevention	Below	Similar
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

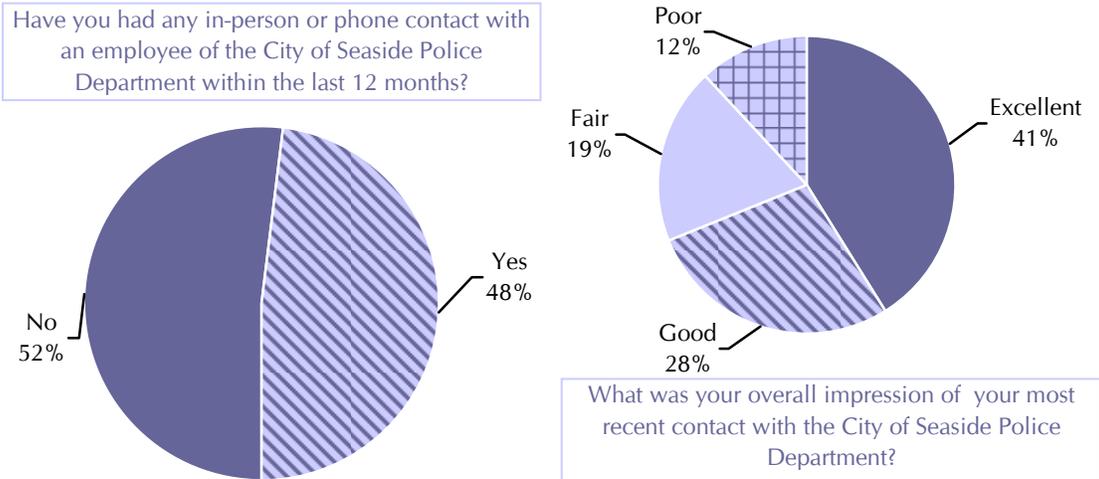


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

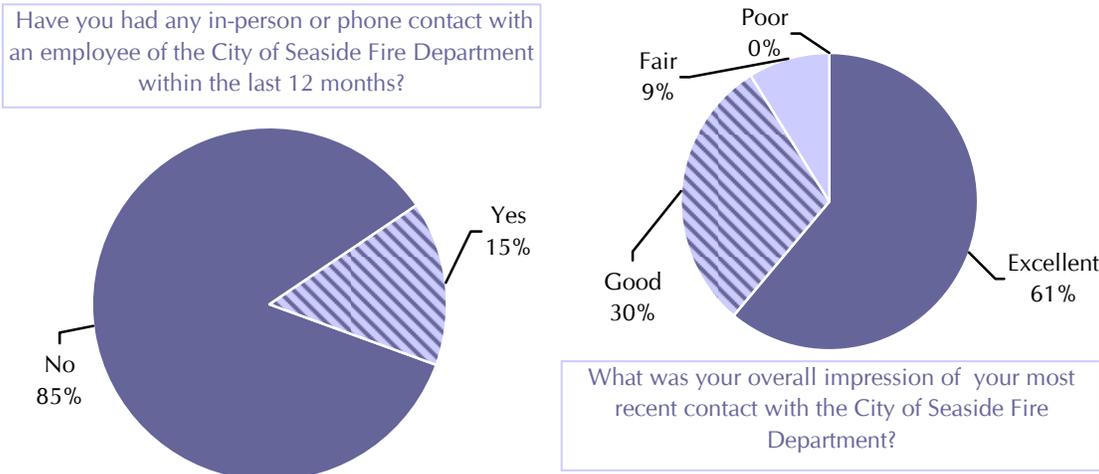


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Had contact with the City of Seaside Police Department	Much more	Much more
Overall impression of most recent contact with the City of Seaside Police Department	Similar	Similar
Had contact with the City of Seaside Fire Department	Similar	Similar
Overall impression of most recent contact with the City of Seaside Fire Department	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Seaside 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 43% of survey respondents, which was below the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

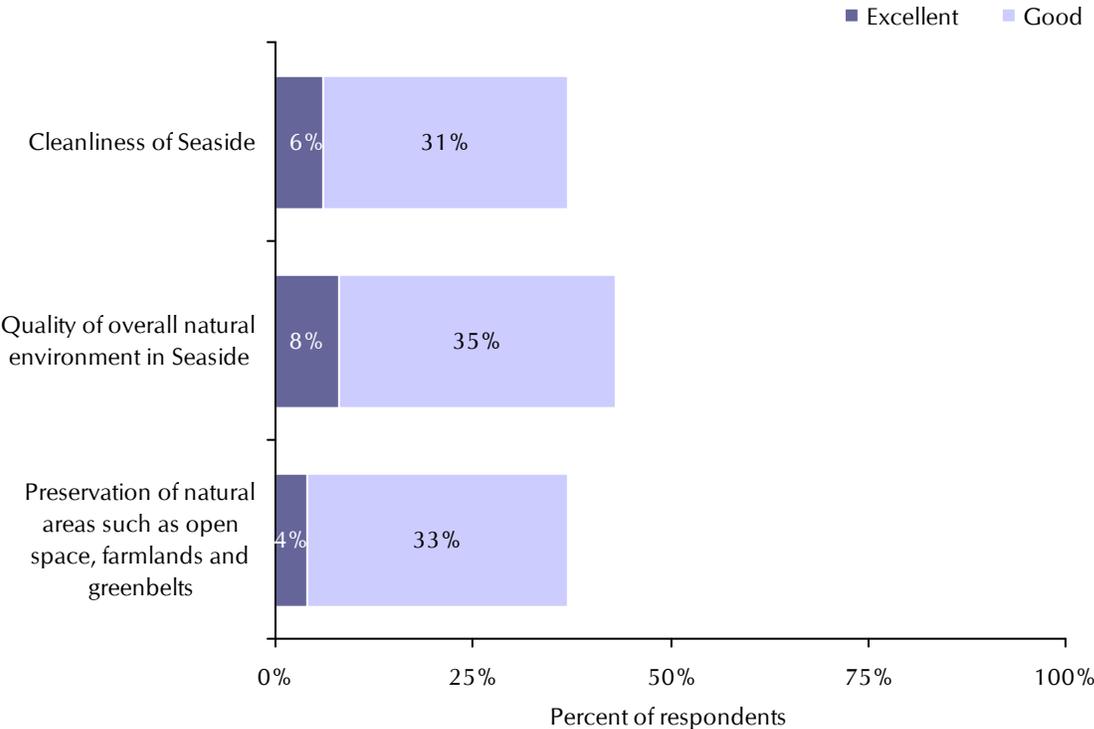


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Cleanliness of Seaside	Much below	Much below
Quality of overall natural environment in Seaside	Much below	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Much below	Much below

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

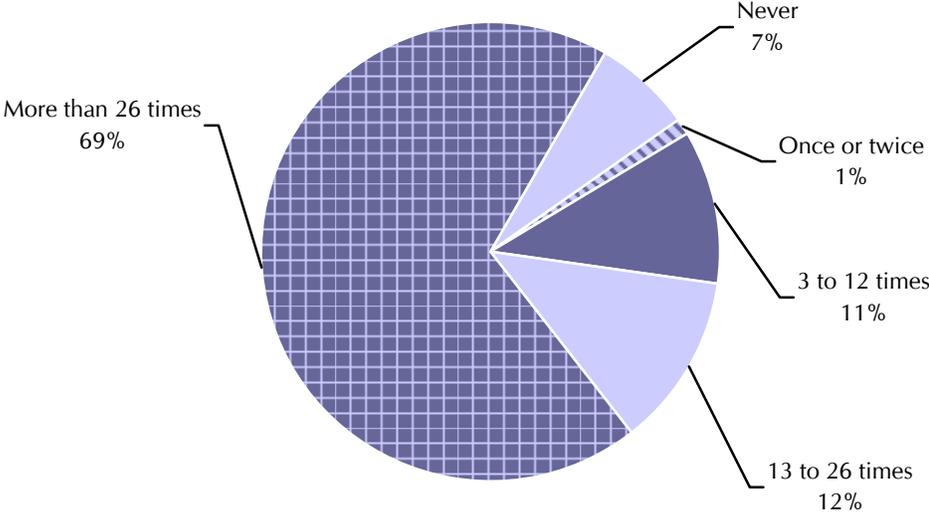


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the seven utility services rated by those completing the questionnaire, two were higher than the benchmark comparisons, two were similar and three were below the benchmark comparisons.

FIGURE 47: RATINGS OF UTILITY SERVICES

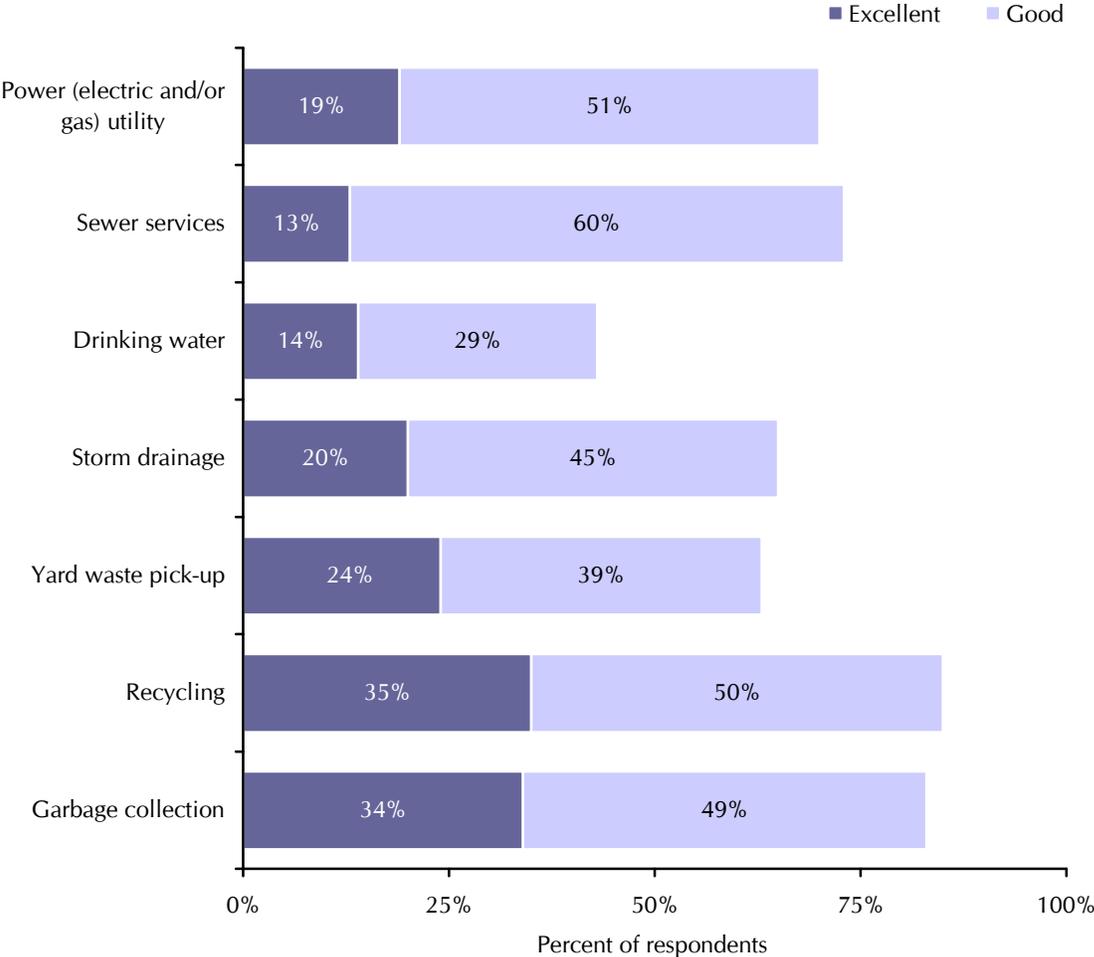


FIGURE 48: UTILITY SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Power (electric and/or gas) utility	Below	Below
Sewer services	Similar	Similar
Drinking water	Much below	Much below
Storm drainage	Above	Above
Yard waste pick-up	Below	Below
Recycling	Much above	Much above
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Seaside were rated somewhat positively as were services related to parks and recreation. All services were rated lower than the benchmark.

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

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

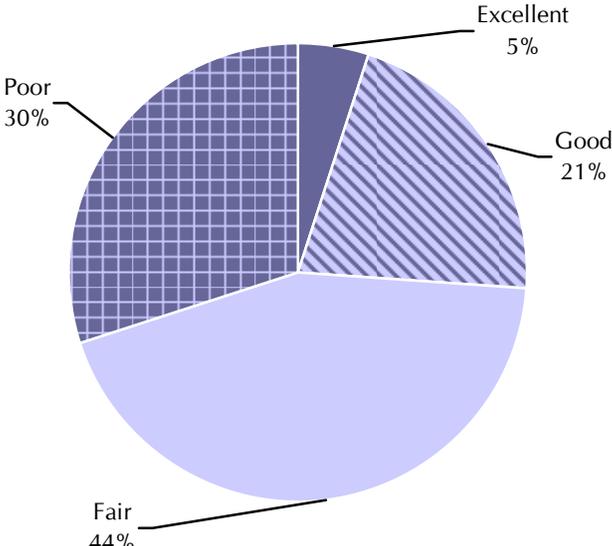


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Recreation opportunities	Much below	Much below

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

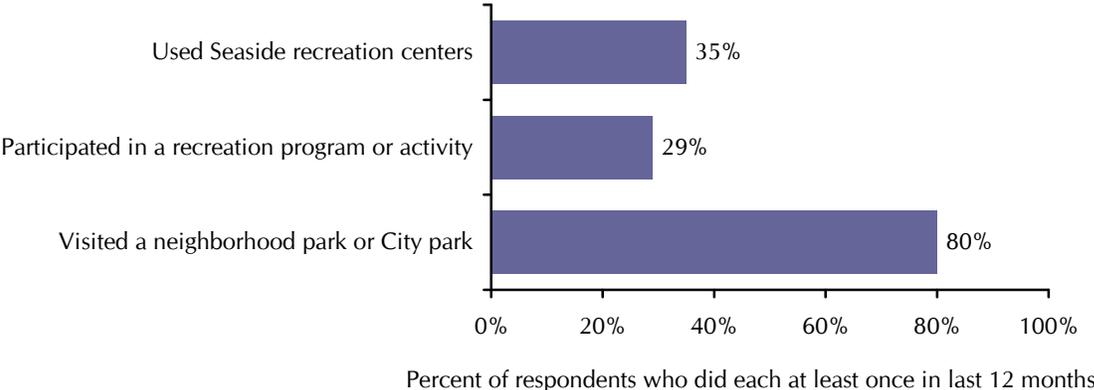


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Used Seaside recreation centers	Much less	Much less
Participated in a recreation program or activity	Much less	Much less
Visited a neighborhood park or City park	Less	Less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

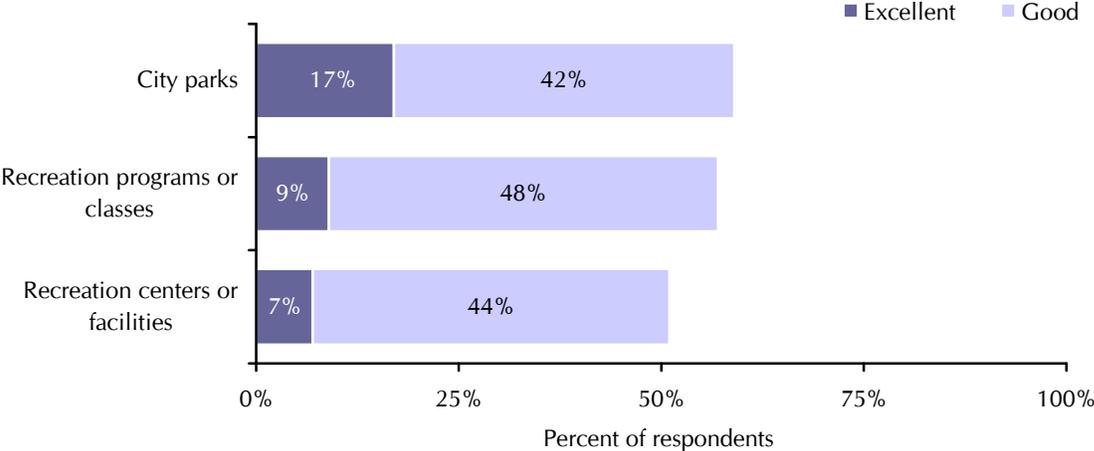


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
City parks	Much below	Much below
Recreation programs or classes	Much below	Much below
Recreation centers or facilities	Much below	Much below

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 36% of respondents. Educational opportunities were rated as “excellent” or “good” by 36% of respondents. Compared to the benchmark data, both educational opportunities and cultural activity opportunities were rated below the benchmark comparison.

About 52% of Seaside 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 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

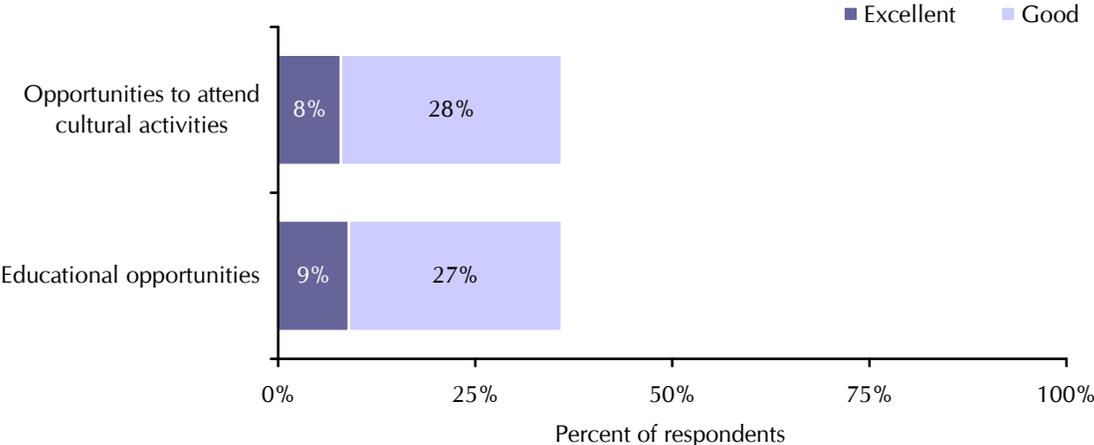


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Opportunities to attend cultural activities	Much below	Much below
Educational opportunities	Much below	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

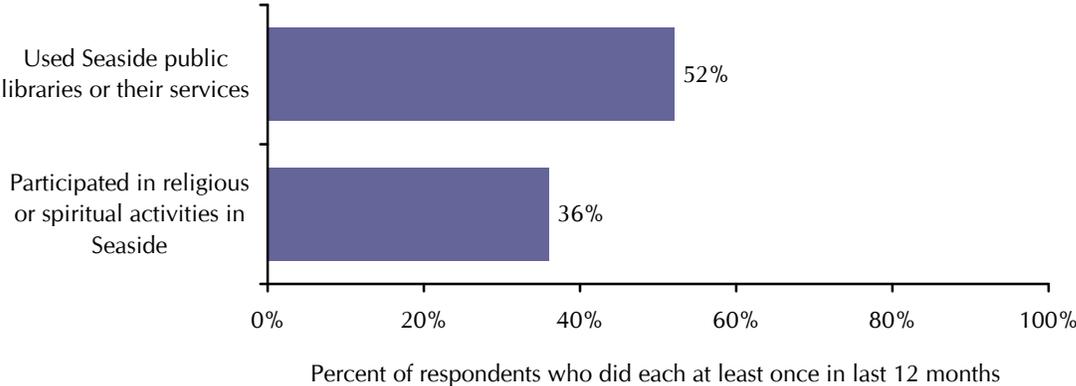


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Used Seaside public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Seaside	Much less	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

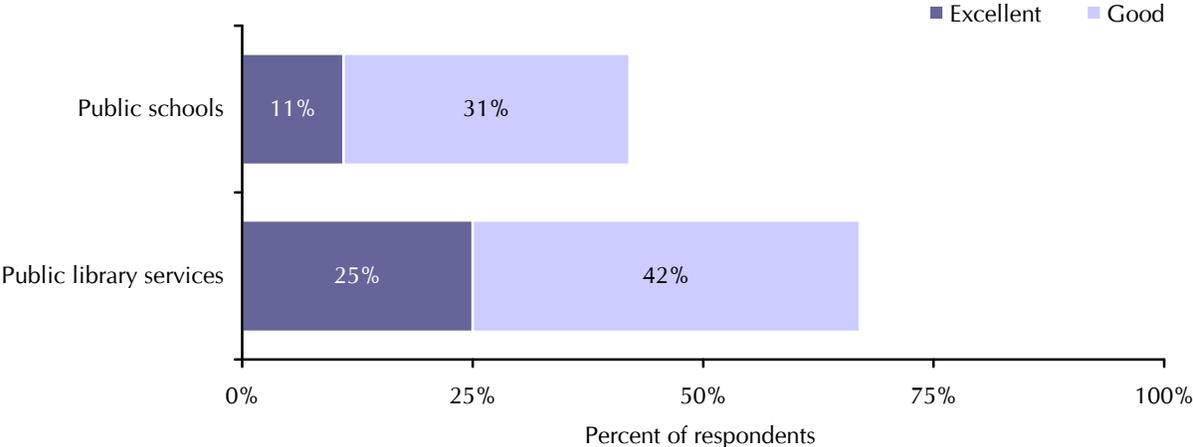


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Public schools	Much below	Much below
Public library services	Much below	Much below

The National Citizen Survey™ by National Research Center, Inc.

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Seaside 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 affordable food was rated most positively for the City of Seaside, while the availability of affordable quality health care was rated less favorably by residents.

Among Seaside residents, 3% rated affordable quality health care as “excellent” while 19% rated it as “good.” Those ratings were below the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

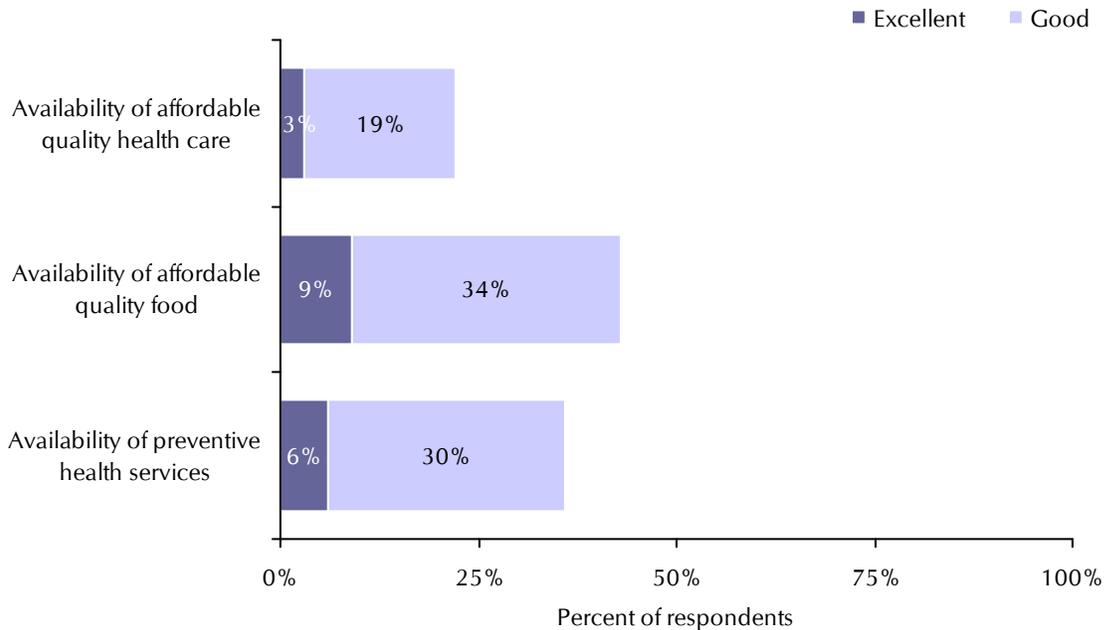


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Availability of affordable quality health care	Much below	Much below
Availability of affordable quality food	Much below	Much below
Availability of preventive health services	Much below	Much below

Health services in Seaside were rated “excellent” or “good” by 48% of respondents and were much below the benchmarks.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

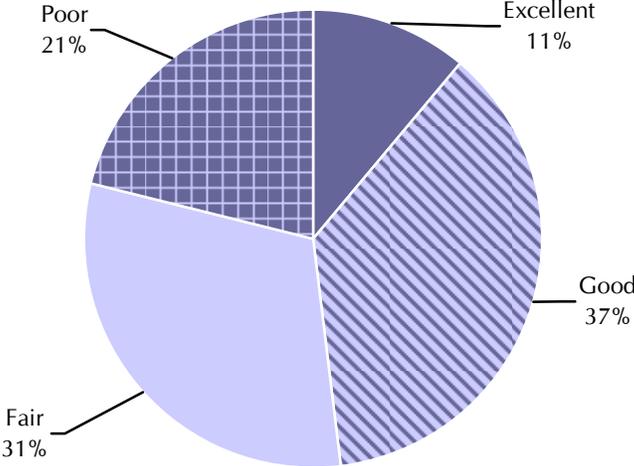


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

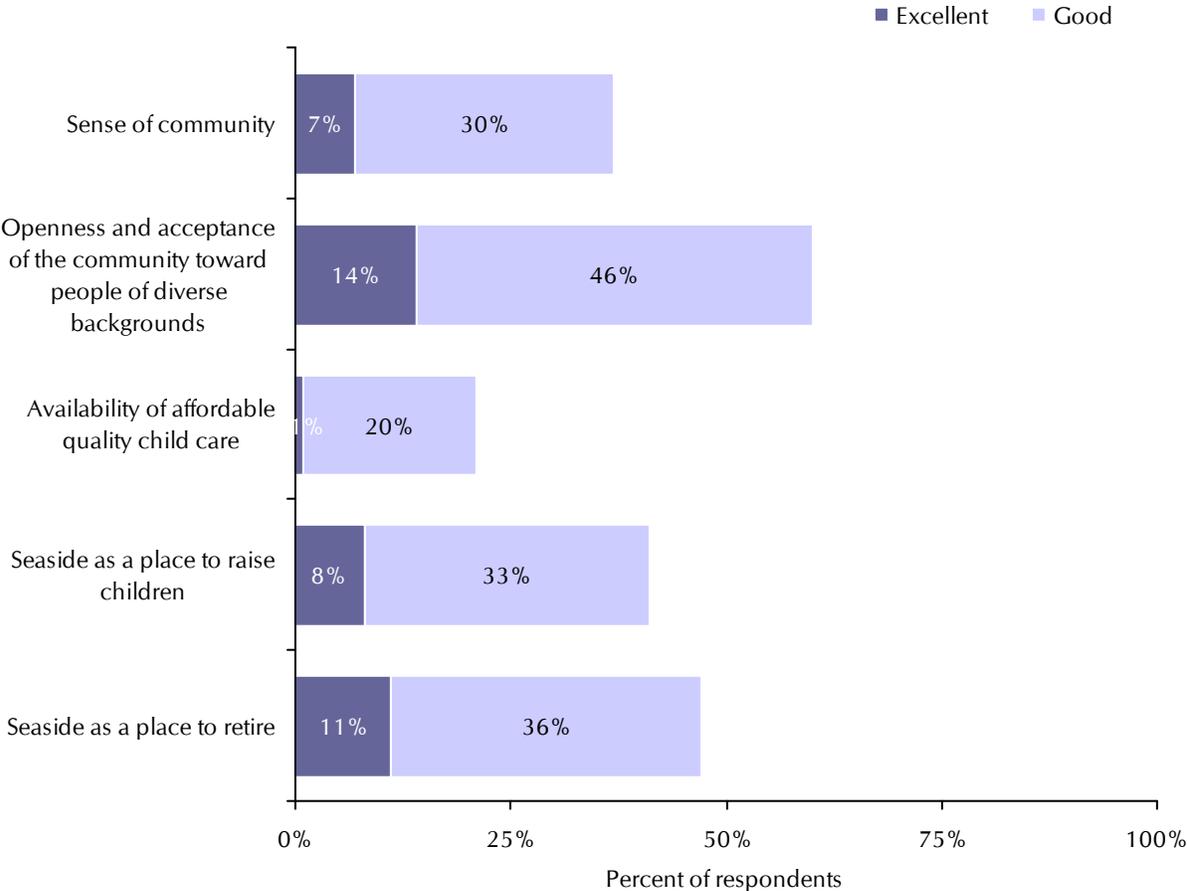
	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Health services	Much below	Much below

COMMUNITY INCLUSIVENESS

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

A moderate percentage of residents rated the City of Seaside as an “excellent” or “good” place to raise kids and close to half rated it as an excellent or good place to retire. While some residents felt that the local sense of community was “excellent” or “good,” even more survey respondents felt the City of Seaside was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was lower than both of the benchmarks.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Sense of community	Much below	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Similar	Similar
Availability of affordable quality child care	Much below	Much below
Seaside as a place to raise kids	Much below	Much below
Seaside as a place to retire	Much below	Much below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 44% to 56% with ratings of “excellent” or “good.” Services to low income people the same as the benchmark, while services to seniors and youth were below.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

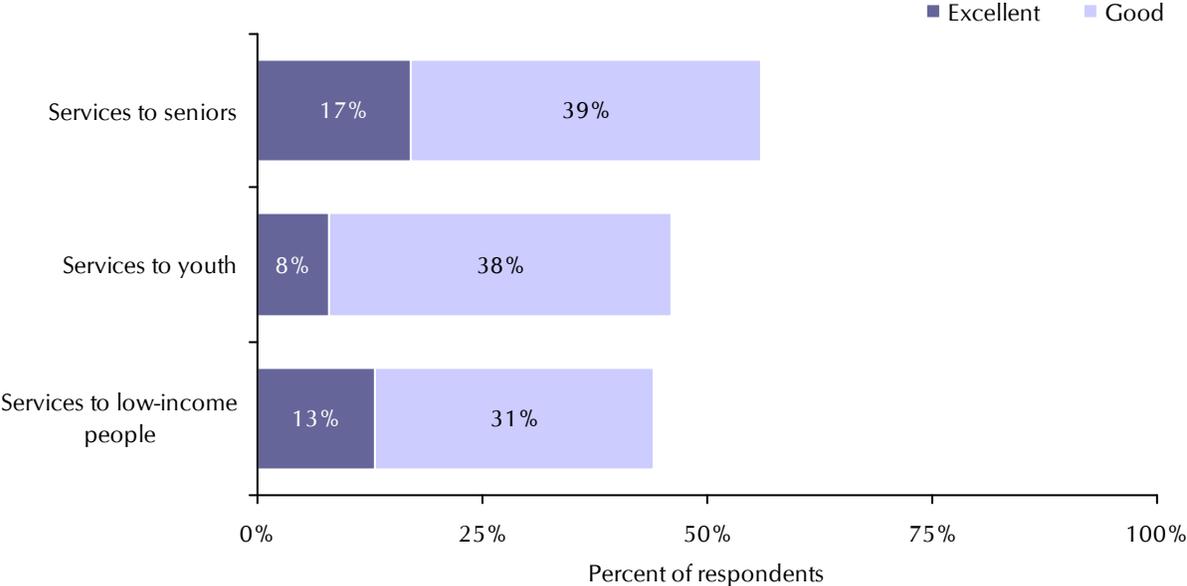


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Services to seniors	Below	Much below
Services to youth	Much below	Below
Services to low income people	Similar	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

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

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

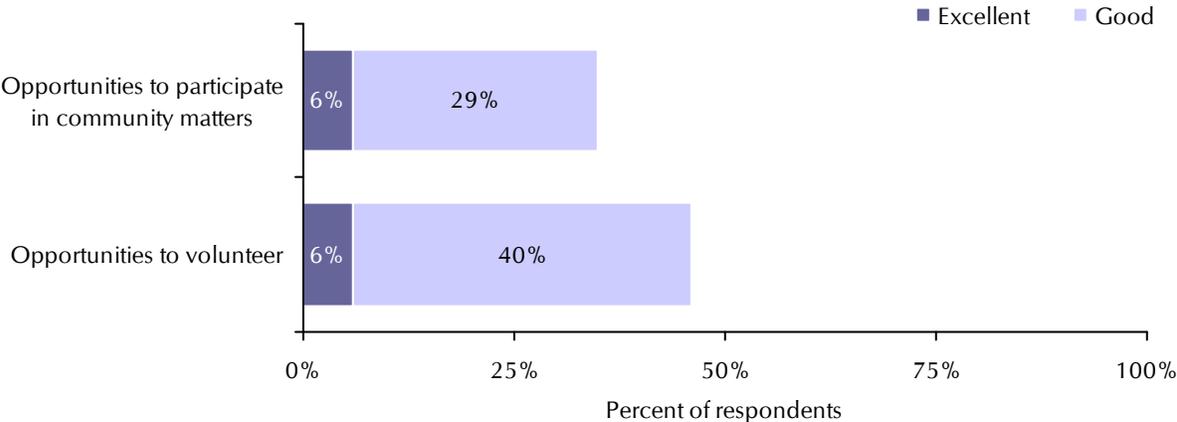


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Opportunities to participate in community matters	Much below	Much below
Opportunities to volunteer	Much below	Much below

The National Citizen Survey™ by National Research Center, Inc.

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. Public meeting attendance showed similar rates of involvement; while all other activities showed lower rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

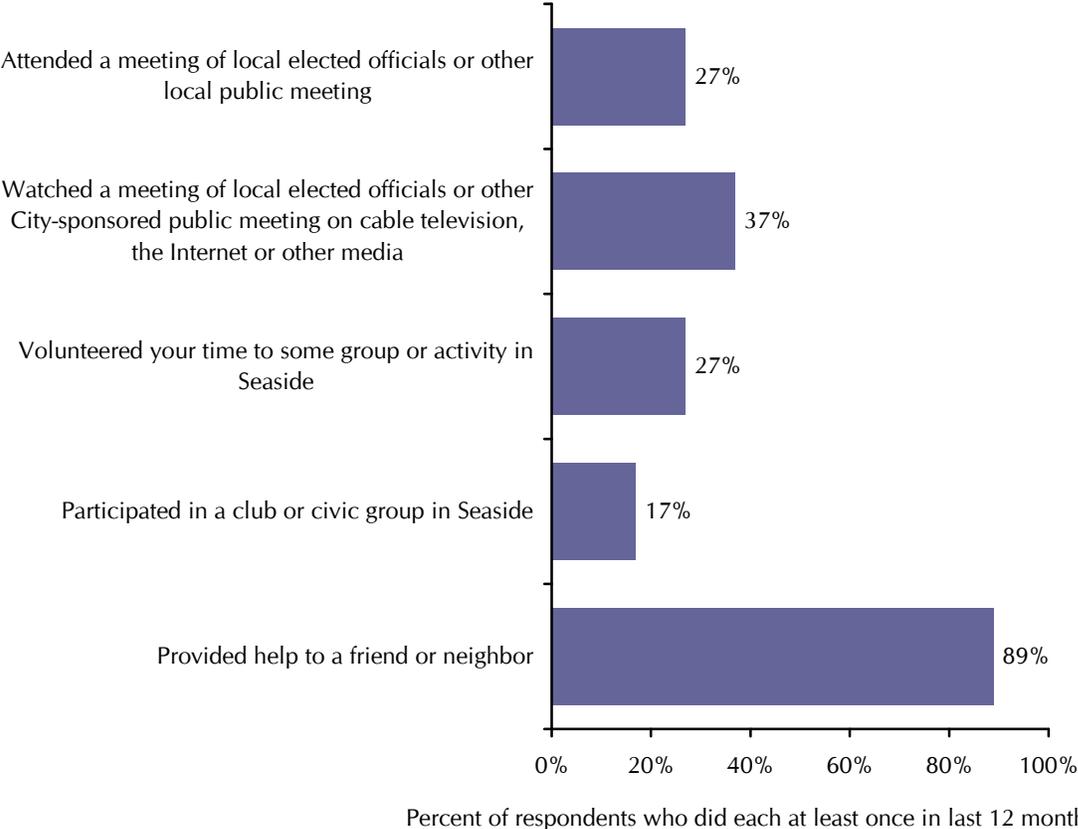


FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Attended a meeting of local elected officials or other local public meeting	Similar	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Similar	Less
Volunteered your time to some group or activity in Seaside	Much less	Much less
Participated in a club or civic group in Seaside	Much less	Much less
Provided help to a friend or neighbor	Less	Less

The National Citizen Survey™ by National Research Center, Inc.

Seventy percent of Seaside residents reported they were registered to vote and 58% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR

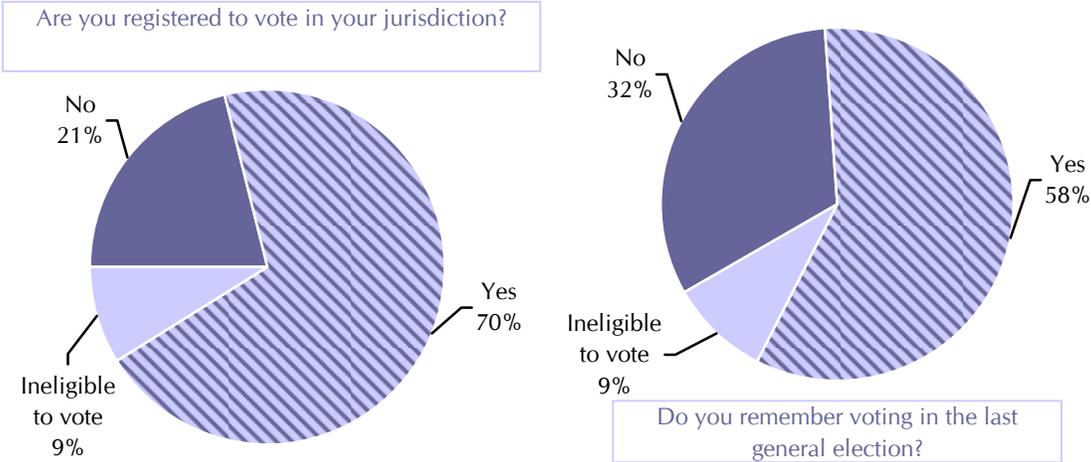


FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Registered to vote	Much less	Much less
Voted in last general election	Much less	Much less

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 Seaside Web site in the previous 12 months, 42% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

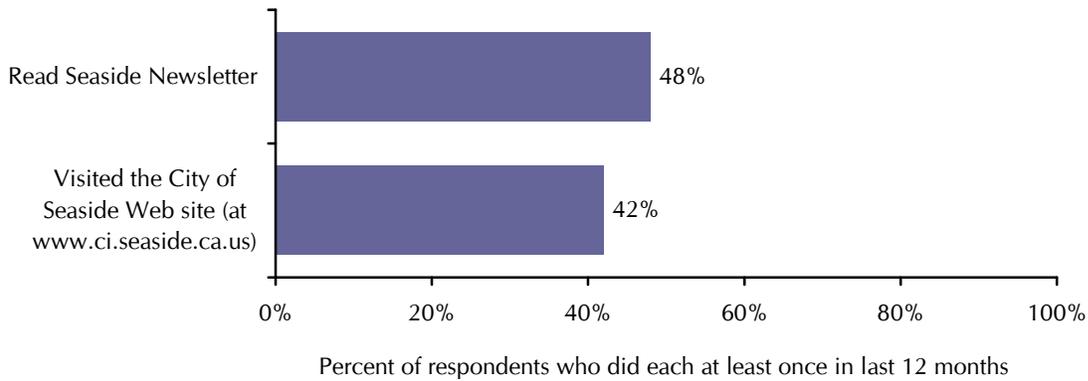


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Read Seaside Newsletter	Much less	Much less
Visited the City of Seaside Web site	Much less	Much less

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

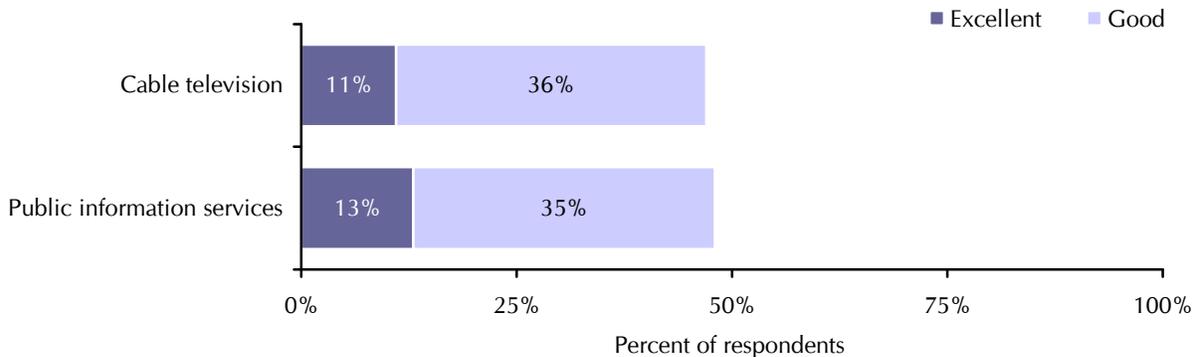


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Cable television	Below	Below
Public information services	Much below	Below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 30% of respondents, which was below the benchmark.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

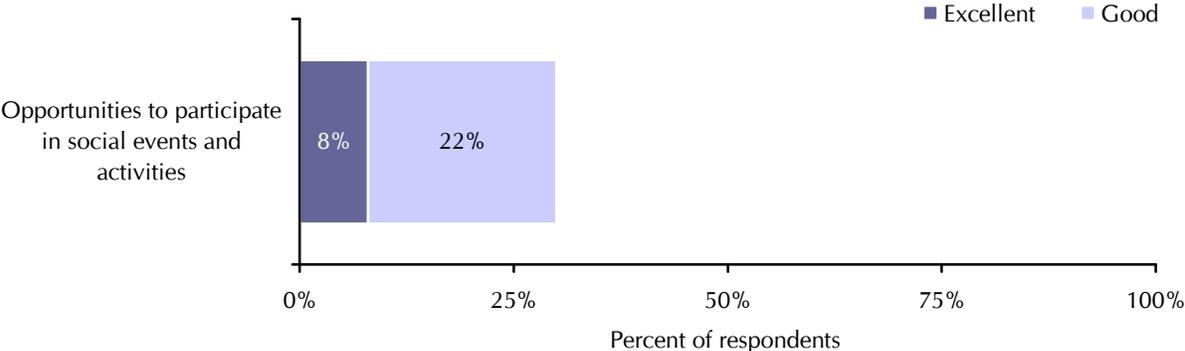


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Opportunities to participate in social events and activities	Much below	Much below

Residents in Seaside reported a fair amount of neighborliness. More than 40% 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 comparable communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

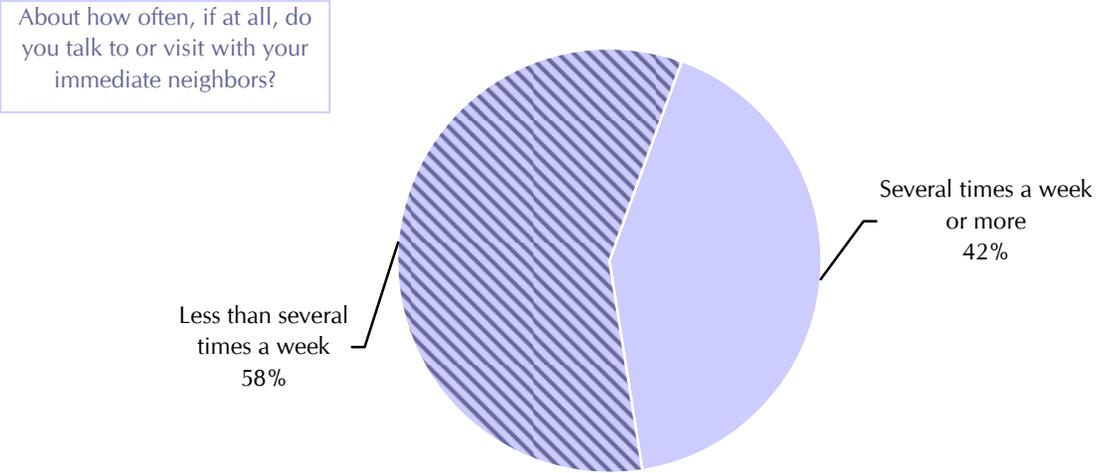


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Has contact with neighbors at least several times per week	Much less	Less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Seaside 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 Seaside 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 Seaside may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Seaside does at welcoming citizen involvement, 41% rated it as “excellent” or “good.” Of these four ratings, all were below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS

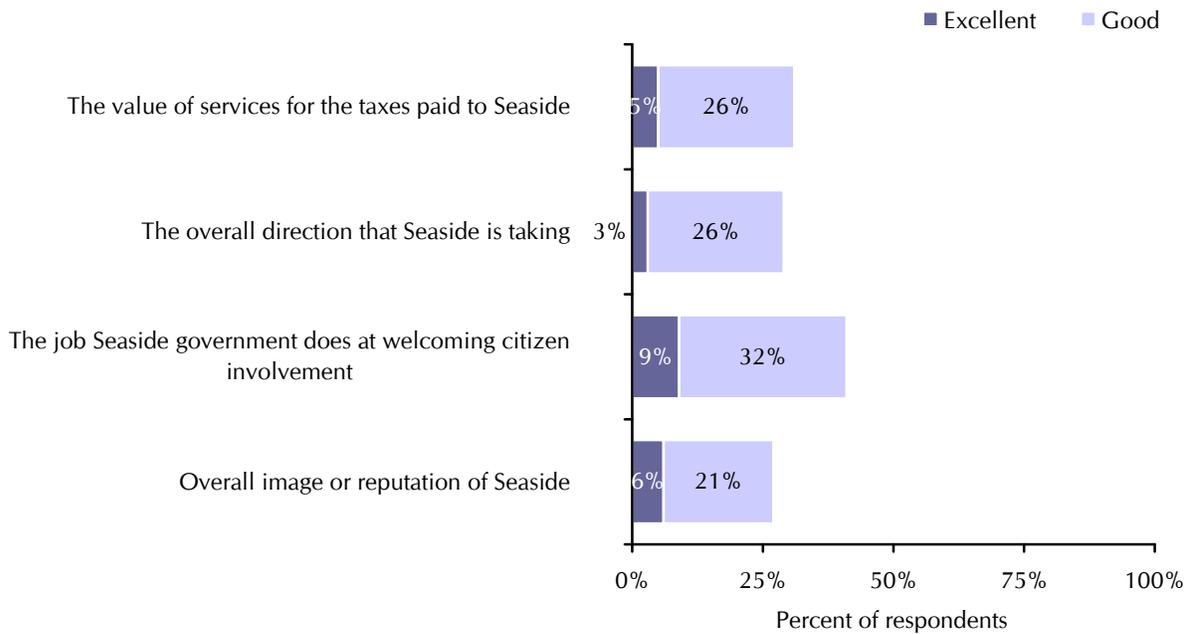


FIGURE 84: PUBLIC TRUST BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Value of services for the taxes paid to Seaside	Much below	Much below
The overall direction that Seaside is taking	Much below	Much below
Job Seaside government does at welcoming citizen involvement	Below	Below
Overall image or reputation of Seaside	Much below	Much below

On average, residents of the City of Seaside gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the City of Seaside was rated as “excellent” or “good” by 50% of survey participants. The City of Seaside’s rating was below the benchmark when compared to other comparable communities.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

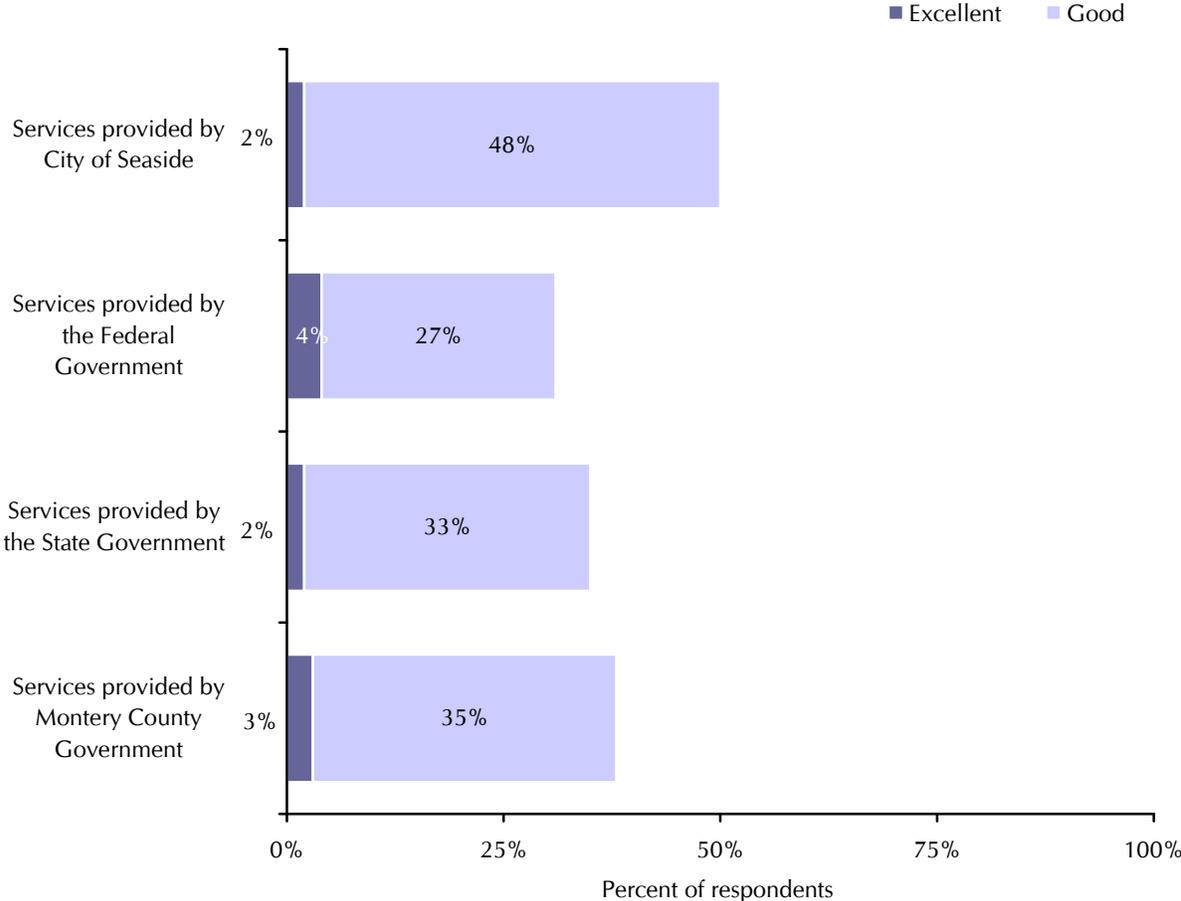


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Services provided by the City of Seaside	Much below	Much below
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Much below	Much below
Services provided by Monterey County Government	Below	Much below

City of Seaside Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 39% who reported that they had been in contact (a percent that is lower than the benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 72% of respondents rated their overall impression as “excellent” or “good.”

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Seaside within the last 12 months?

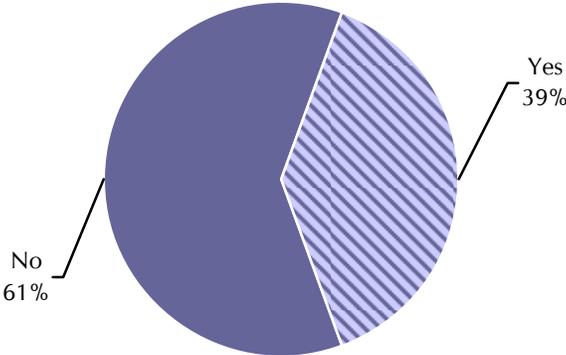


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Had contact with City employee(s) in last 12 months	Much less	Much less

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

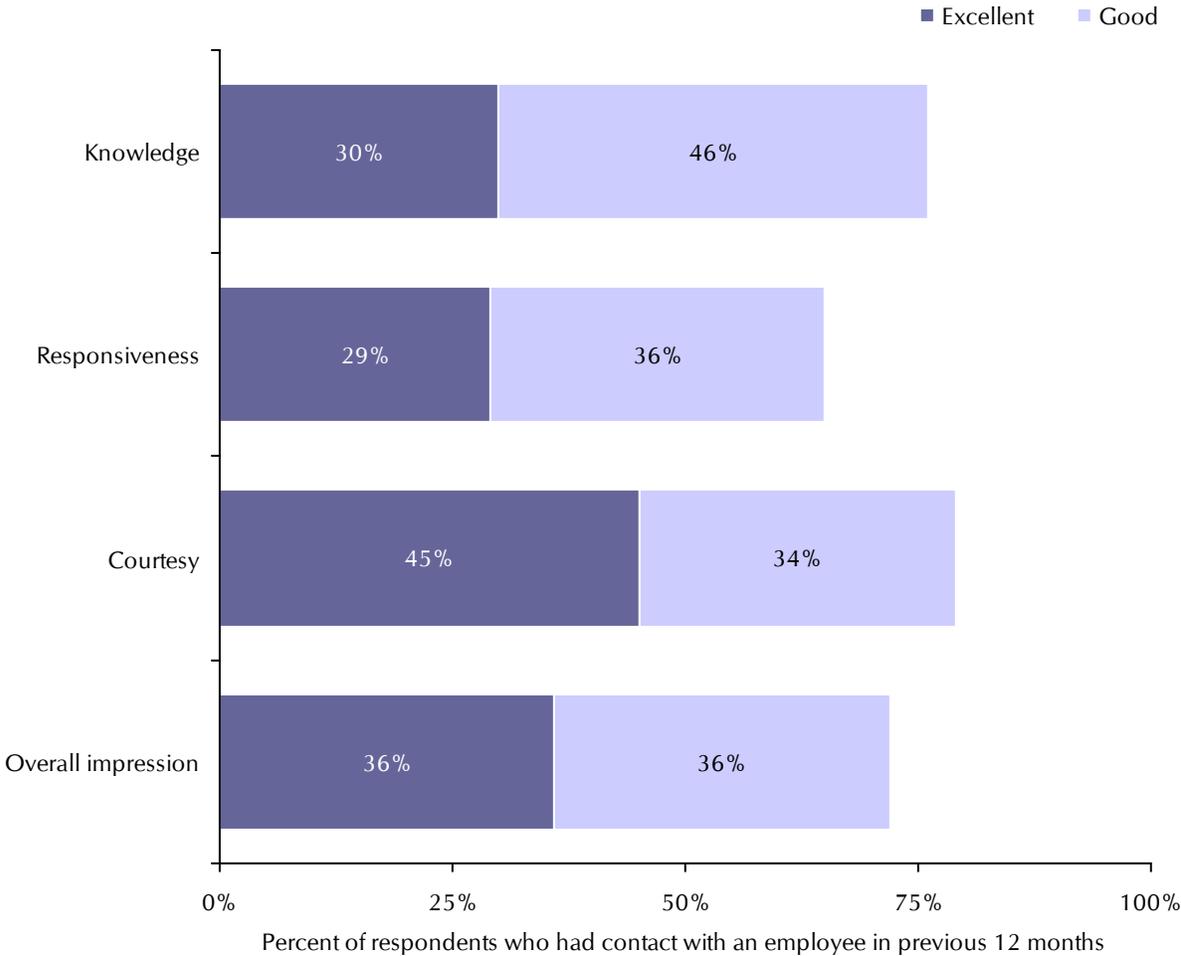


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Populations 20,000 to 75,000 with median household incomes from \$35,000 to \$45,000
Knowledge	Similar	Similar
Responsiveness	Much below	Much below
Courteousness	Similar	Above
Overall impression	Similar	Similar

The National Citizen Survey™ by National Research Center, Inc.

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 Seaside by examining the relationships between ratings of each service and ratings of the City of Seaside'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 Seaside 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 Seaside Key Driver Analysis were:

- Cable television
- City parks
- Preservation of natural areas

CITY OF SEASIDE ACTION CHART™

The 2012 City of Seaside Action Chart™ on the following page combines two dimensions of performance:

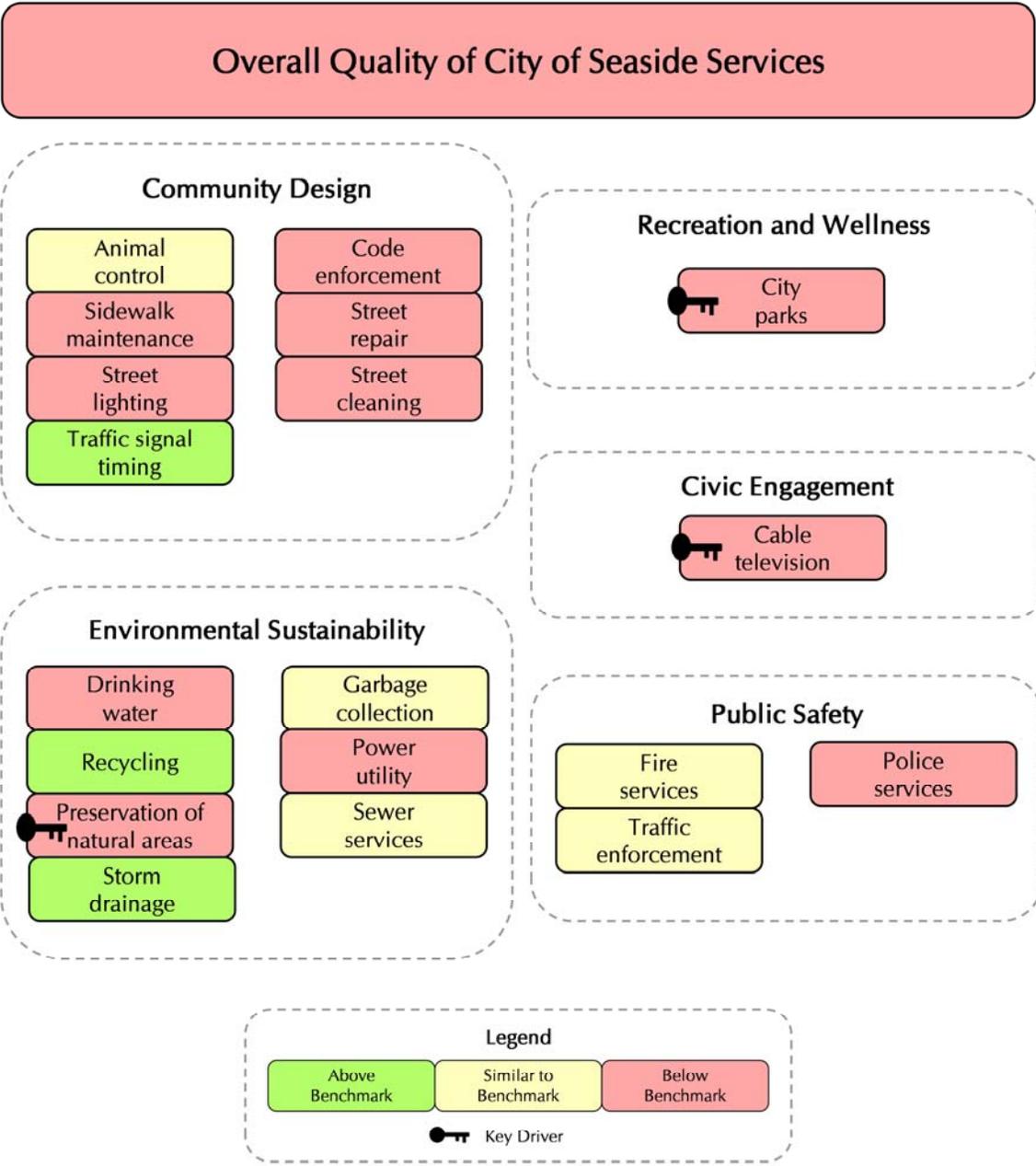
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Nineteen services were included in the KDA for the City of Seaside. Of these, three were above the benchmark, 11 were below the benchmark and five 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 not at least similar to the benchmark. In Seaside, all three key driver services were below the benchmark. 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 SEASIDE ACTION CHART



Using Your Action Chart™

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

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

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

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Seaside Key Driver	National Key Driver	Core Service
Police services		✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
City parks	✓		
Code enforcement			✓
◦ Animal control			
Cable television	✓		
Preservation of natural areas	✓		

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

CUSTOM QUESTIONS

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

Custom Question 1					
Please indicate how important, if at all, it is to you for the City of Seaside to provide the following services:					Total
	Essential	Very important	Somewhat important	Not at all important	
Public safety	68%	24%	8%	0%	100%
Streets and roads	45%	47%	7%	0%	100%
Recreation programs	28%	35%	29%	8%	100%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	23%	31%	29%	17%	100%
Economic development	53%	30%	16%	1%	100%

Custom Question 2					
Please indicate the extent to which you would support or oppose a property tax increase of no more than \$100 per household per year, to enhance the following services:					Total
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	
Public safety	42%	36%	8%	13%	100%
Streets and roads	30%	46%	11%	13%	100%
Recreation programs	24%	37%	17%	23%	100%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	17%	32%	22%	30%	100%
Economic development	33%	37%	18%	12%	100%

Custom Question 3					
The City has considered various ways of consolidating services with other local governments on the Monterey Peninsula to improve efficiencies and save costs. Please indicate the extent to which you would support or oppose the consolidation of the following services:					Total
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	
Police	30%	24%	13%	33%	100%
Fire	33%	22%	17%	28%	100%
Streets and roads	37%	40%	9%	15%	100%
Administration	29%	37%	17%	17%	100%
Park maintenance	31%	44%	12%	12%	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 Seaside:	Excellent	Good	Fair	Poor	Total
Seaside as a place to live	17%	48%	29%	7%	100%
Your neighborhood as a place to live	21%	49%	25%	5%	100%
Seaside as a place to raise children	8%	33%	42%	17%	100%
Seaside as a place to work	5%	35%	35%	25%	100%
Seaside as a place to retire	11%	36%	33%	20%	100%
The overall quality of life in Seaside	10%	49%	33%	9%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Seaside as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	30%	40%	23%	100%
Openness and acceptance of the community toward people of diverse backgrounds	14%	46%	33%	8%	100%
Overall appearance of Seaside	5%	30%	44%	22%	100%
Cleanliness of Seaside	6%	31%	43%	20%	100%
Overall quality of new development in Seaside	7%	23%	40%	29%	100%
Variety of housing options	5%	32%	38%	25%	100%
Overall quality of business and service establishments in Seaside	8%	31%	44%	16%	100%
Shopping opportunities	9%	28%	37%	25%	100%
Opportunities to attend cultural activities	8%	28%	35%	30%	100%
Recreational opportunities	5%	21%	44%	30%	100%
Employment opportunities	1%	8%	42%	49%	100%
Educational opportunities	9%	27%	36%	28%	100%
Opportunities to participate in social events and activities	8%	22%	43%	27%	100%
Opportunities to volunteer	6%	40%	39%	14%	100%
Opportunities to participate in community matters	6%	29%	49%	16%	100%
Ease of car travel in Seaside	13%	50%	27%	10%	100%
Ease of bus travel in Seaside	16%	46%	28%	10%	100%
Ease of bicycle travel in Seaside	15%	41%	33%	10%	100%
Ease of walking in Seaside	19%	42%	30%	10%	100%
Traffic flow on major streets	9%	48%	35%	7%	100%
Amount of public parking	13%	48%	32%	6%	100%
Availability of affordable quality housing	4%	18%	42%	37%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Seaside as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality child care	1%	20%	38%	41%	100%
Availability of affordable quality health care	3%	19%	43%	35%	100%
Availability of affordable quality food	9%	34%	43%	15%	100%
Availability of preventive health services	6%	30%	39%	25%	100%
Quality of overall natural environment in Seaside	8%	35%	37%	19%	100%
Overall image or reputation of Seaside	6%	21%	40%	33%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Seaside over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	3%	6%	55%	24%	11%	100%
Retail growth (stores, restaurants, etc.)	22%	41%	32%	3%	2%	100%
Jobs growth	46%	41%	11%	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 Seaside?	Percent of respondents
Not a problem	3%
Minor problem	28%
Moderate problem	40%
Major problem	30%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Seaside:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	15%	35%	19%	22%	8%	100%
Property crimes (e.g., burglary, theft)	8%	31%	19%	29%	13%	100%
Environmental hazards, including toxic waste	29%	36%	21%	7%	7%	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	58%	31%	5%	6%	0%	100%
In your neighborhood after dark	21%	37%	13%	25%	5%	100%
In Seaside's downtown area during the day	46%	40%	9%	3%	2%	100%
In Seaside's downtown area after dark	9%	35%	21%	21%	13%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Seaside 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 Seaside Police Department within the last 12 months?	52%	48%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Seaside Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Seaside Police Department?	41%	28%	19%	12%	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	88%
Yes	12%
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 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 Seaside?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Seaside public libraries or their services	48%	19%	20%	8%	5%	100%
Used Seaside recreation centers	65%	13%	9%	7%	5%	100%
Participated in a recreation program or activity	71%	16%	7%	4%	3%	100%
Visited a neighborhood park or City park	20%	26%	30%	15%	8%	100%
Ridden a local bus within Seaside	65%	12%	12%	3%	9%	100%
Attended a meeting of local elected officials or other local public meeting	73%	19%	6%	1%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	23%	10%	2%	2%	100%
Read Seaside Newsletter	52%	28%	17%	1%	1%	100%
Visited the City of Seaside Web site (at www.ci.seaside.ca.us)	58%	22%	15%	3%	2%	100%
Recycled used paper, cans or bottles from your home	7%	1%	11%	12%	69%	100%
Volunteered your time to some group or activity in Seaside	73%	10%	10%	5%	2%	100%
Participated in religious or spiritual activities in Seaside	64%	8%	13%	5%	10%	100%
Participated in a club or civic group in Seaside	83%	7%	6%	1%	3%	100%
Provided help to a friend or neighbor	11%	24%	36%	14%	15%	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	26%
Several times a month	22%
Less than several times a month	36%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Seaside:	Excellent	Good	Fair	Poor	Total
Police services	20%	55%	19%	7%	100%
Fire services	38%	52%	9%	0%	100%
Crime prevention	10%	46%	34%	10%	100%
Fire prevention and education	22%	48%	26%	4%	100%
Traffic enforcement	14%	48%	25%	14%	100%
Street repair	6%	19%	27%	49%	100%
Street cleaning	4%	37%	37%	21%	100%
Street lighting	5%	36%	33%	25%	100%
Sidewalk maintenance	6%	29%	33%	32%	100%
Traffic signal timing	11%	45%	32%	11%	100%
Bus or transit services	23%	46%	24%	7%	100%
Garbage collection	34%	49%	13%	4%	100%
Recycling	35%	50%	12%	3%	100%
Yard waste pick-up	24%	39%	23%	14%	100%
Storm drainage	20%	45%	28%	7%	100%
Drinking water	14%	29%	29%	28%	100%
Sewer services	13%	60%	20%	7%	100%
Power (electric and/or gas) utility	19%	51%	21%	9%	100%
City parks	17%	42%	30%	12%	100%
Recreation programs or classes	9%	48%	34%	9%	100%
Recreation centers or facilities	7%	44%	36%	13%	100%
Land use, planning and zoning	3%	19%	49%	29%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	26%	34%	32%	100%
Animal control	14%	50%	27%	9%	100%
Economic development	7%	20%	32%	41%	100%
Health services	11%	37%	31%	21%	100%
Services to seniors	17%	39%	24%	20%	100%
Services to youth	8%	38%	28%	26%	100%
Services to low-income people	13%	31%	29%	27%	100%
Public library services	25%	42%	24%	8%	100%
Public information services	13%	35%	39%	12%	100%
Public schools	11%	31%	27%	31%	100%
Cable television	11%	36%	28%	24%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	29%	25%	36%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	4%	33%	37%	26%	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	Total
The City of Seaside	2%	48%	41%	8%	100%
The Federal Government	4%	27%	43%	26%	100%
The State Government	2%	33%	34%	32%	100%
Monterey County Government	3%	35%	48%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Seaside to someone who asks	26%	53%	7%	14%	100%
Remain in Seaside for the next five years	41%	36%	9%	14%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	16%
Neutral	45%
Somewhat negative	24%
Very negative	12%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Seaside 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 Seaside 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 Seaside Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Seaside Fire Department?	61%	30%	9%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Seaside within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	61%
Yes	39%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Seaside in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	30%	46%	19%	5%	100%
Responsiveness	29%	36%	16%	20%	100%
Courtesy	45%	34%	19%	3%	100%
Overall impression	36%	36%	22%	6%	100%

Question 21: Government Performance					
Please rate the following categories of Seaside government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Seaside	5%	26%	42%	27%	100%
The overall direction that Seaside is taking	3%	26%	41%	30%	100%
The job Seaside government does at welcoming citizen involvement	9%	32%	35%	25%	100%

Question 22a: Custom Question 1					
Please indicate how important, if at all, it is to you for the City of Seaside to provide the following services:					Total
	Essential	Very important	Somewhat important	Not at all important	
Public safety	68%	24%	8%	0%	100%
Streets and roads	45%	47%	7%	0%	100%
Recreation programs	28%	35%	29%	8%	100%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	23%	31%	29%	17%	100%
Economic development	53%	30%	16%	1%	100%

Question 22b: Custom Question 2					
Please indicate the extent to which you would support or oppose a property tax increase of no more than \$100 per household per year, to enhance the following services:					Total
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	
Public safety	42%	36%	8%	13%	100%
Streets and roads	30%	46%	11%	13%	100%
Recreation programs	24%	37%	17%	23%	100%
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	17%	32%	22%	30%	100%
Economic development	33%	37%	18%	12%	100%

Question 22c: Custom Question 3					
The City has considered various ways of consolidating services with other local governments on the Monterey Peninsula to improve efficiencies and save costs. Please indicate the extent to which you would support or oppose the consolidation of the following services:					Total
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	
Police	30%	24%	13%	33%	100%
Fire	33%	22%	17%	28%	100%
Streets and roads	37%	40%	9%	15%	100%
Administration	29%	37%	17%	17%	100%
Park maintenance	31%	44%	12%	12%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	26%
Yes, full-time	59%
Yes, part-time	15%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	4%
Bicycle	0%
Work at home	4%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Seaside?	Percent of respondents
Less than 2 years	20%
2 to 5 years	17%
6 to 10 years	9%
11 to 20 years	20%
More than 20 years	35%
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	65%
House attached to one or more houses (e.g., a duplex or townhome)	16%
Building with two or more apartments or condominiums	14%
Mobile home	4%
Other	2%
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	56%
Owned by you or someone in this house with a mortgage or free and clear	44%
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	6%
\$300 to \$599 per month	6%
\$600 to \$999 per month	15%
\$1,000 to \$1,499 per month	27%
\$1,500 to \$2,499 per month	35%
\$2,500 or more per month	11%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	58%
Yes	42%
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	78%
Yes	22%
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	19%
\$25,000 to \$49,999	30%
\$50,000 to \$99,999	38%
\$100,000 to \$149,000	9%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	63%
Yes, I consider myself to be Spanish, Hispanic or Latino	37%
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	2%
Asian, Asian Indian or Pacific Islander	11%
Black or African American	8%
White	60%
Other	26%
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	6%
25 to 34 years	32%
35 to 44 years	15%
45 to 54 years	20%
55 to 64 years	13%
65 to 74 years	8%
75 years or older	7%
Total	100%

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

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	21%
Yes	70%
Ineligible to vote	9%
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	32%
Yes	58%
Ineligible to vote	9%
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	45%
Yes	55%
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	38%
Land line	39%
Both	23%
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 Seaside:	Excellent		Good		Fair		Poor		Don't know		Total	
	Seaside as a place to live	17%	47	48%	132	29%	80	7%	19	0%	0	100%
Your neighborhood as a place to live	21%	58	49%	137	25%	71	5%	13	0%	0	100%	278
Seaside as a place to raise children	7%	19	30%	85	39%	107	15%	43	8%	24	100%	277
Seaside as a place to work	4%	12	28%	79	29%	79	20%	57	18%	50	100%	277
Seaside as a place to retire	9%	25	30%	83	28%	77	17%	47	16%	43	100%	275
The overall quality of life in Seaside	10%	28	47%	132	32%	88	8%	24	2%	7	100%	278

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Seaside as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	7%	18	28%	76	38%	102	22%	59	5%	14	100%
Openness and acceptance of the community toward people of diverse backgrounds	13%	35	44%	120	31%	84	7%	20	6%	16	100%	275
Overall appearance of Seaside	5%	14	29%	82	43%	121	22%	61	0%	1	100%	279
Cleanliness of Seaside	6%	16	31%	85	43%	120	20%	57	1%	2	100%	279
Overall quality of new development in Seaside	6%	17	20%	55	34%	96	25%	69	15%	41	100%	278
Variety of housing options	5%	13	30%	83	36%	98	24%	65	6%	17	100%	277
Overall quality of business and service establishments in Seaside	8%	22	30%	83	43%	119	16%	44	4%	10	100%	279
Shopping opportunities	9%	26	27%	77	37%	104	25%	70	1%	2	100%	279
Opportunities to attend cultural activities	7%	18	24%	68	30%	84	26%	73	13%	35	100%	278
Recreational opportunities	4%	12	19%	54	40%	112	28%	78	8%	23	100%	279
Employment opportunities	1%	3	6%	16	31%	88	37%	102	25%	69	100%	279
Educational opportunities	7%	19	22%	60	29%	78	22%	61	20%	55	100%	272

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Seaside as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	6%	18	19%	52	35%	98	23%	64	17%	48	100%
Opportunities to volunteer	5%	13	30%	85	29%	81	11%	30	25%	70	100%	280
Opportunities to participate in community matters	5%	13	22%	60	36%	101	12%	33	25%	70	100%	277
Ease of car travel in Seaside	13%	36	50%	139	26%	73	10%	28	1%	3	100%	279
Ease of bus travel in Seaside	12%	34	34%	94	21%	57	7%	20	26%	73	100%	279
Ease of bicycle travel in Seaside	12%	33	32%	88	26%	72	8%	22	22%	61	100%	276
Ease of walking in Seaside	18%	50	40%	113	29%	82	10%	27	3%	9	100%	280
Traffic flow on major streets	9%	24	47%	132	35%	96	7%	20	2%	6	100%	278
Amount of public parking	12%	32	43%	119	29%	79	6%	16	11%	29	100%	274
Availability of affordable quality housing	3%	8	15%	42	35%	98	31%	86	16%	44	100%	279
Availability of affordable quality child care	0%	1	10%	27	19%	52	20%	56	51%	142	100%	278
Availability of affordable quality health care	2%	6	12%	34	28%	76	22%	62	36%	98	100%	277
Availability of affordable quality food	8%	22	32%	88	39%	109	13%	38	8%	21	100%	278
Availability of preventive health services	4%	11	18%	50	24%	67	15%	41	40%	110	100%	279
Quality of overall natural environment in Seaside	8%	21	34%	94	35%	98	19%	52	5%	13	100%	278
Overall image or reputation of Seaside	6%	16	20%	57	39%	110	32%	89	3%	7	100%	279

Question 3: Growth														
Please rate the speed of growth in the following categories in Seaside over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	2%	6	4%	11	36%	99	16%	43	7%	19	36%	100	100%
Retail growth (stores, restaurants, etc.)	19%	52	35%	94	27%	74	3%	7	2%	4	15%	40	100%	273
Jobs growth	30%	84	27%	76	7%	20	1%	4	0%	1	34%	94	100%	278

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Seaside?	Percent of respondents	Count
Not a problem	2%	6
Minor problem	26%	72
Moderate problem	36%	100
Major problem	27%	75
Don't know	8%	23
Total	100%	275

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Seaside:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	15%	42	34%	95	19%	52	21%	59	8%	22	4%	11	100%
Property crimes (e.g., burglary, theft)	8%	21	29%	81	17%	49	28%	77	12%	34	6%	17	100%	279
Environmental hazards, including toxic waste	24%	67	30%	84	17%	48	6%	16	6%	17	17%	47	100%	279

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	58%	162	31%	86	5%	14	6%	17	0%	0	0%	0	100%
In your neighborhood after dark	21%	58	36%	102	13%	36	24%	68	5%	13	1%	2	100%	279
In Seaside's downtown area during the day	44%	122	39%	108	9%	24	3%	8	2%	4	4%	12	100%	277
In Seaside's downtown area after dark	8%	22	32%	89	19%	54	19%	53	12%	34	9%	26	100%	278

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Seaside Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Seaside Police Department within the last 12 months?	51%	138	48%	130	1%	4	100%	272

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Seaside Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Seaside Police Department?	41%	53	28%	36	19%	25	12%	15	0%	0	100%	130

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	88%	240
Yes	12%	32
Don't know	0%	0
Total	100%	272

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	13%	4
Yes	87%	28
Don't know	0%	0
Total	100%	32

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 Seaside?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Seaside public libraries or their services	48%	135	19%	54	20%	55	8%	22	5%	13	100%	279
Used Seaside recreation centers	65%	179	13%	37	9%	25	7%	21	5%	14	100%	275
Participated in a recreation program or activity	71%	197	16%	44	7%	18	4%	10	3%	9	100%	278
Visited a neighborhood park or City park	20%	54	26%	72	30%	83	15%	42	8%	23	100%	275
Ridden a local bus within Seaside	65%	177	12%	32	12%	33	3%	7	9%	25	100%	274
Attended a meeting of local elected officials or other local public meeting	73%	204	19%	52	6%	17	1%	2	1%	3	100%	278
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	174	23%	63	10%	27	2%	6	2%	5	100%	276
Read Seaside Newsletter	52%	145	28%	76	17%	48	1%	4	1%	4	100%	275
Visited the City of Seaside Web site (at www.ci.seaside.ca.us)	58%	160	22%	61	15%	42	3%	8	2%	6	100%	277
Recycled used paper, cans or bottles from your home	7%	20	1%	4	11%	29	12%	32	69%	185	100%	270
Volunteered your time to some group or activity in Seaside	73%	204	10%	28	10%	26	5%	13	2%	7	100%	278
Participated in religious or spiritual activities in Seaside	64%	175	8%	23	13%	36	5%	14	10%	26	100%	275
Participated in a club or civic group in Seaside	83%	231	7%	21	6%	17	1%	2	3%	9	100%	279
Provided help to a friend or neighbor	11%	30	24%	68	36%	100	14%	39	15%	41	100%	278

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%	43
Several times a week	26%	70
Several times a month	22%	60
Less than several times a month	36%	96
Total	100%	270

Question 13: Service Quality												
Please rate the quality of each of the following services in Seaside:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	17%	47	48%	132	16%	45	6%	18	13%	36	100%	279
Fire services	29%	81	39%	110	7%	20	0%	1	24%	67	100%	279
Crime prevention	8%	22	37%	104	28%	77	8%	23	19%	52	100%	278
Fire prevention and education	15%	42	33%	93	18%	49	3%	8	31%	86	100%	277
Traffic enforcement	11%	31	39%	109	20%	56	11%	31	19%	52	100%	279
Street repair	5%	14	17%	47	25%	68	45%	123	9%	24	100%	276
Street cleaning	4%	11	35%	96	35%	97	19%	54	7%	20	100%	277
Street lighting	5%	14	35%	96	32%	88	24%	65	5%	14	100%	277
Sidewalk maintenance	6%	16	26%	74	31%	85	29%	82	8%	21	100%	278
Traffic signal timing	11%	30	43%	120	31%	85	11%	30	5%	14	100%	279
Bus or transit services	16%	43	31%	86	16%	46	5%	13	33%	90	100%	277
Garbage collection	32%	90	47%	131	12%	33	4%	11	5%	13	100%	279
Recycling	34%	94	48%	134	11%	31	3%	8	4%	11	100%	278
Yard waste pick-up	18%	49	29%	81	17%	47	10%	28	26%	73	100%	278
Storm drainage	16%	45	36%	100	23%	63	6%	16	19%	53	100%	278
Drinking water	12%	35	26%	72	26%	73	26%	71	10%	27	100%	279
Sewer services	11%	29	47%	131	16%	43	6%	15	21%	58	100%	276

Question 13: Service Quality												
Please rate the quality of each of the following services in Seaside:	Excellent		Good		Fair		Poor		Don't know		Total	
Power (electric and/or gas) utility	18%	51	49%	136	20%	56	8%	23	5%	14	100%	279
City parks	15%	41	37%	104	27%	74	11%	30	11%	30	100%	279
Recreation programs or classes	4%	12	24%	65	17%	46	4%	12	51%	139	100%	275
Recreation centers or facilities	4%	10	24%	65	19%	52	7%	19	47%	129	100%	275
Land use, planning and zoning	2%	4	12%	32	30%	81	18%	47	39%	106	100%	270
Code enforcement (weeds, abandoned buildings, etc.)	6%	15	19%	52	25%	69	24%	65	25%	69	100%	272
Animal control	10%	27	36%	99	20%	54	7%	18	28%	77	100%	276
Economic development	4%	12	14%	37	21%	58	28%	76	33%	89	100%	273
Health services	7%	20	25%	68	21%	58	14%	38	33%	90	100%	274
Services to seniors	8%	21	18%	50	11%	30	9%	26	53%	146	100%	274
Services to youth	4%	11	19%	52	14%	39	13%	35	50%	136	100%	273
Services to low-income people	7%	19	17%	46	16%	43	15%	40	45%	119	100%	267
Public library services	17%	46	28%	77	16%	44	5%	15	34%	93	100%	274
Public information services	8%	21	20%	55	22%	61	7%	19	43%	116	100%	272
Public schools	7%	19	20%	54	17%	47	20%	54	36%	98	100%	271
Cable television	9%	25	29%	79	22%	61	19%	53	21%	57	100%	275
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	15	16%	44	14%	38	20%	55	45%	124	100%	275
Preservation of natural areas such as open space, farmlands and greenbelts	3%	7	23%	61	26%	70	18%	49	30%	79	100%	266

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		Don't know		Total	
	The City of Seaside	2%	6	44%	121	37%	102	8%	21	10%	27	100%
The Federal Government	3%	9	23%	64	36%	100	22%	61	15%	42	100%	276
The State Government	2%	4	27%	76	28%	78	26%	73	16%	45	100%	276
Monterey County Government	2%	7	25%	69	35%	96	10%	26	28%	77	100%	276

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Seaside to someone who asks	25%	70	51%	142	7%	20	13%	37	3%	9	100%
Remain in Seaside for the next five years	37%	102	33%	90	8%	23	13%	36	10%	27	100%	278

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	8
Somewhat positive	16%	44
Neutral	45%	124
Somewhat negative	24%	67
Very negative	12%	33
Total	100%	275

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Seaside Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the City of Seaside Fire Department within the last 12 months?	85%	229	15%	41	0%	1	100%	270

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Seaside Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Seaside Fire Department?	61%	25	30%	12	9%	4	0%	0	1%	0	100%	41

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Seaside within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	61%	165
Yes	39%	105
Total	100%	270

Question 20: City Employees												
What was your impression of the employee(s) of the City of Seaside in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	30%	31	45%	48	19%	20	5%	6	0%	0	100%	105
Responsiveness	29%	30	36%	38	16%	17	20%	21	0%	0	100%	105
Courtesy	45%	47	34%	35	19%	19	3%	3	0%	0	100%	105
Overall impression	36%	38	36%	38	22%	23	6%	6	0%	0	100%	105

Question 21: Government Performance												
Please rate the following categories of Seaside government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Seaside	4%	11	18%	50	30%	83	19%	52	29%	82	100%	278
The overall direction that Seaside is taking	2%	5	19%	54	30%	84	22%	62	26%	72	100%	277
The job Seaside government does at welcoming citizen involvement	5%	15	19%	54	22%	60	15%	42	39%	107	100%	278

Question 22a: Custom Question 1												
Please indicate how important, if at all, it is to you for the City of Seaside to provide the following services:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Public safety	68%	189	24%	66	8%	23	0%	0	0%	1	100%
Streets and roads	45%	126	47%	132	7%	20	0%	0	0%	0	100%	279
Recreation programs	26%	73	33%	92	27%	75	7%	21	7%	18	100%	279
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	22%	61	30%	83	29%	80	17%	47	3%	7	100%	278
Economic development	50%	140	29%	79	15%	41	1%	2	6%	15	100%	278

Question 22b: Custom Question 2												
Please indicate the extent to which you would support or oppose a property tax increase of no more than \$100 per household per year, to enhance the following services:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Public safety	39%	107	33%	92	7%	21	12%	34	9%	24	100%
Streets and roads	28%	78	42%	117	10%	28	12%	32	7%	21	100%	276
Recreation programs	21%	57	32%	88	15%	39	20%	54	12%	32	100%	270
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out)	16%	43	29%	80	20%	54	27%	75	9%	25	100%	277
Economic development	30%	82	33%	91	16%	45	11%	30	10%	29	100%	276

Question 22c: Custom Question 3												
The City has considered various ways of consolidating services with other local governments on the Monterey Peninsula to improve efficiencies and save costs. Please indicate the extent to which you would support or oppose the consolidation of the following services:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Police	28%	79	23%	64	12%	34	31%	86	6%	16	100%
Fire	30%	84	20%	57	15%	42	25%	70	9%	25	100%	277
Streets and roads	34%	94	37%	101	8%	23	14%	38	7%	21	100%	277
Administration	25%	70	32%	90	15%	42	15%	42	12%	35	100%	278
Park maintenance	28%	78	40%	112	11%	31	11%	31	9%	25	100%	277

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	26%	71
Yes, full-time	59%	158
Yes, part-time	15%	41
Total	100%	270

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	6%
Walk	4%
Bicycle	0%
Work at home	4%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Seaside?	Percent of respondents	Count
Less than 2 years	20%	55
2 to 5 years	17%	46
6 to 10 years	9%	25
11 to 20 years	20%	55
More than 20 years	35%	97
Total	100%	278

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	65%	180
House attached to one or more houses (e.g., a duplex or townhome)	16%	43
Building with two or more apartments or condominiums	14%	38
Mobile home	4%	10
Other	2%	6
Total	100%	277

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	56%	152
Owned by you or someone in this house with a mortgage or free and clear	44%	118
Total	100%	270

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	6%	15
\$300 to \$599 per month	6%	16
\$600 to \$999 per month	15%	41
\$1,000 to \$1,499 per month	27%	72
\$1,500 to \$2,499 per month	35%	93
\$2,500 or more per month	11%	31
Total	100%	268

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	58%	161
Yes	42%	115
Total	100%	276

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	78%	218
Yes	22%	60
Total	100%	278

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	19%	49
\$25,000 to \$49,999	30%	77
\$50,000 to \$99,999	38%	99
\$100,000 to \$149,000	9%	25
\$150,000 or more	3%	9
Total	100%	259

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	63%	169
Yes, I consider myself to be Spanish, Hispanic or Latino	37%	101
Total	100%	270

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	2%	5
Asian, Asian Indian or Pacific Islander	11%	29
Black or African American	8%	21
White	60%	152
Other	26%	67
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	6%	15
25 to 34 years	32%	89
35 to 44 years	15%	42
45 to 54 years	20%	54
55 to 64 years	13%	34
65 to 74 years	8%	23
75 years or older	7%	18
Total	100%	275

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	49%	134
Male	51%	138
Total	100%	272

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	20%	55
Yes	69%	189
Ineligible to vote	9%	25
Don't know	2%	4
Total	100%	274

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	31%	86
Yes	56%	156
Ineligible to vote	9%	25
Don't know	3%	9
Total	100%	276

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	8%	22
Yes	92%	252
Total	100%	274

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	45%	124
Yes	55%	153
Total	100%	277

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	38%	51
Land line	39%	52
Both	23%	32
Total	100%	135

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.

SURVEY SAMPLING

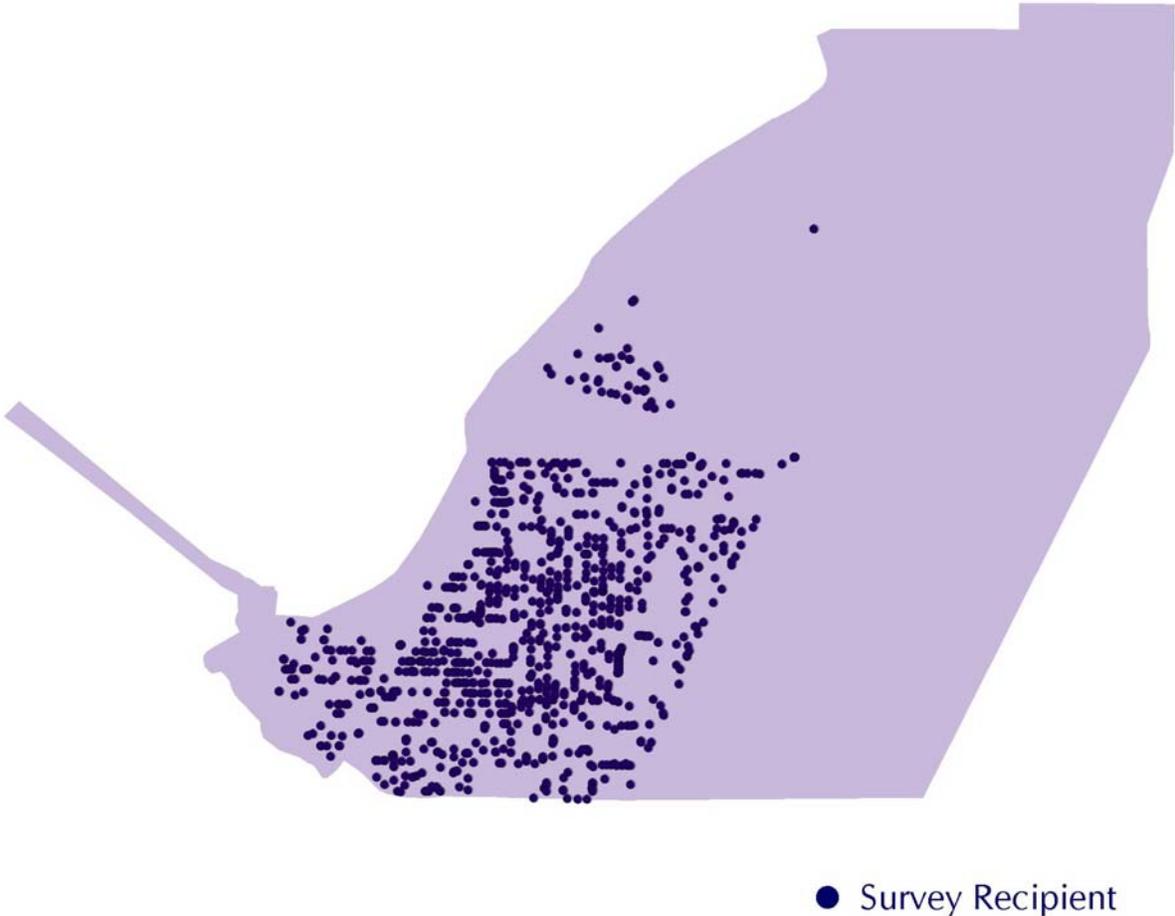
“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Seaside were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Seaside 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 Seaside 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 Seaside 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 Seaside. 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™ Seaside, CA 2012

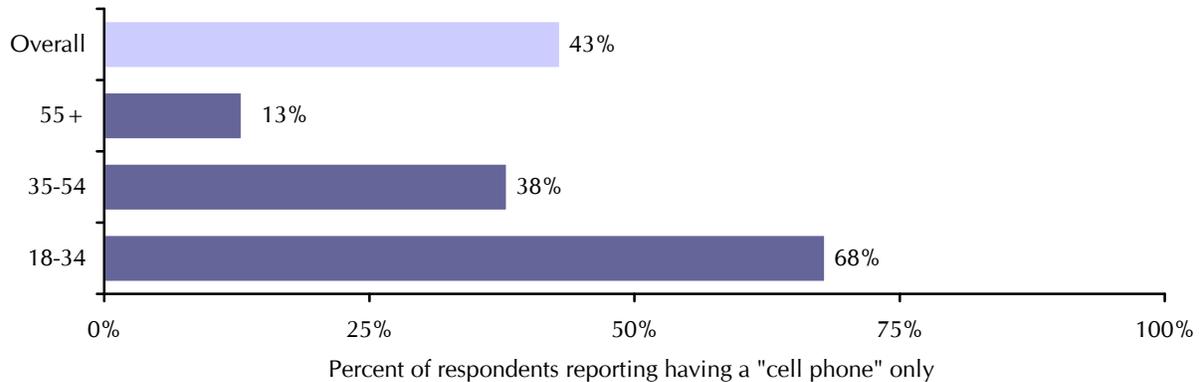


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship 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.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Seaside has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SEASIDE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 13, 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 letter included a paragraph, in Spanish, informing respondents how to obtain a Spanish-language copy of the survey. Also, in this letter, instructions and a web address were provided so that respondents could complete the survey online. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Seaside survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (286 completed surveys).

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

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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 other population norms for adults in the City of Seaside. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, ethnicity, gender, 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 ethnic representation

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.

Seaside, CA Citizen Survey Weighting Table			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	59%	26%	56%
Own home	41%	74%	44%
Detached unit	68%	79%	69%
Attached unit	32%	21%	31%
Race and Ethnicity			
White	50%	58%	53%
Not white	50%	41%	47%
Not Hispanic	62%	83%	63%
Hispanic	38%	17%	37%
White alone, not Hispanic	36%	52%	40%
Hispanic and/or other race	64%	48%	60%
Sex and Age			
Female	50%	58%	49%
Male	50%	42%	51%
18-34 years of age	41%	10%	38%
35-54 years of age	35%	32%	35%
55+ years of age	23%	57%	27%
Females 18-34	20%	8%	24%
Females 35-54	17%	21%	16%
Females 55+	13%	30%	10%
Males 18-34	21%	3%	14%
Males 35-54	18%	12%	20%
Males 55+	11%	27%	17%

² 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 agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of Seaside to the Benchmark Database

The City of Seaside chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with populations 20,000 to 75,000 with median

household incomes from \$35,000 to \$45,000). 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 Seaside 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 Seaside's 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 Seaside'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 Seaside.

Dear City of Seaside Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Seaside. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,

Estimado residente de la ciudad de Seaside,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Seaside. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,



Felix H. Bachofner
Mayor/Alcalde

Dear City of Seaside Resident,

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Atentamente,



Felix H. Bachofner
Mayor/Alcalde



440 HARCOURT AVENUE
SEASIDE, CALIFORNIA 93955-4708

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First Class Mail
US Postage
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January 2012

Dear City of Seaside Resident:

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

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Seaside. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede llenar la encuesta incluida en Inglés por favor llámenos al número (831) 899-6707 para pedir una copia de la encuesta en Español. Todas sus respuestas quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de regresar la encuesta en el sobre adjunto, con franqueo pagado. Muchas gracias.

Usted puede completar la encuesta en nuestro sitio en red, si usted prefiere, en:

<http://www.n-r-c.com/survey/seaside.htm>

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Seaside 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 Seaside 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 the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:

<http://www.n-r-c.com/survey/seasideca.htm>

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 (831) 899-6707.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Felix H. Bachofner", with a long horizontal line extending to the right.

Felix H. Bachofner
Mayor



January 2012

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

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Seaside. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede llenar la encuesta incluida en Inglés, por favor llámenos al número (831) 899-6707 para pedir una copia de la encuesta en Español. Todas sus respuestas quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de regresar la encuesta en el sobre adjunto, con franqueo pagado. Muchas gracias.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Felix H. Bachofner".

Felix H. Bachofner
Mayor

The City of Seaside 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 Seaside:

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

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

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

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

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

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Seaside?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Seaside:

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

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Seaside's downtown area during the day	1	2	3	4	5	6
In Seaside's downtown 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 Seaside Police Department within the last 12 months?

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

8. What was your overall impression of your most recent contact with the City of Seaside Police Department?

- Excellent Good Fair Poor Don't know

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

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

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

- No Yes 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 Seaside?

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

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

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

The City of Seaside 2012 Citizen Survey

13. Please rate the quality of each of the following services in Seaside:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	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	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

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

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

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

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

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

17. Have you had any in-person or phone contact with an employee of the City of Seaside Fire Department within the last 12 months?

- No → Go to Question 19 Yes → Go to Question 18 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Seaside Fire Department?

- Excellent Good Fair Poor Don't know

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

- No → Go to Question 21 Yes → Go to Question 20

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

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

21. Please rate the following categories of Seaside government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Seaside.....	1	2	3	4	5
The overall direction that Seaside is taking.....	1	2	3	4	5
The job Seaside government does at welcoming citizen involvement	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 important, if at all, it is to you for the City of Seaside to provide the following services:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Public safety.....	1	2	3	4	5
Streets and roads.....	1	2	3	4	5
Recreation programs.....	1	2	3	4	5
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out).....	1	2	3	4	5
Economic development.....	1	2	3	4	5

b. Please indicate the extent to which you would support or oppose a property tax increase of no more than \$100 per household per year, to enhance the following services:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Public safety.....	1	2	3	4	5
Streets and roads.....	1	2	3	4	5
Recreation programs.....	1	2	3	4	5
Community events/programs (e.g., Blues in the Park, the Martin Luther King March, National Night Out).....	1	2	3	4	5
Economic development.....	1	2	3	4	5

c. The City has considered various ways of consolidating services with other local governments on the Monterey Peninsula to improve efficiencies and save costs. Please indicate the extent to which you would support or oppose the consolidation of the following services:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Police.....	1	2	3	4	5
Fire.....	1	2	3	4	5
Streets and roads.....	1	2	3	4	5
Administration.....	1	2	3	4	5
Park maintenance.....	1	2	3	4	5

The City of Seaside 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.

D1. Are you currently employed for pay?

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

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

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

D3. How many years have you lived in Seaside?

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

D4. Which best describes the building you live in?

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

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

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

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

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

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

- No Yes

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

- No Yes

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

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

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



Enero 2012

Estimado Residente de Seaside:

La Ciudad de Seaside desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre algunos hogares seleccionados al azar para participar en la Encuesta 2012 de los Ciudadanos de la Ciudad de Seaside.**

Por favor tome unos cuantos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Seaside, solicitamos que la encuesta la llene el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar a la persona adecuada en los hogares para llenar la encuesta, se asegura de una mejor exactitud en los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, solicite que el miembro adecuado del hogar tome unos minutos para contestar todas las preguntas y devolver la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al (831) 899-6707.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño número de hogares que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Seaside. Gracias por su tiempo y participación.

Atentamente,

A handwritten signature in black ink, appearing to read "Felix H. Bachofner", followed by a horizontal line.

Felix H. Bachofner
Alcalde
La Ciudad de Seaside

Encuesta Ciudadana del 2012 de la Ciudad de Seaside

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que haya recientemente celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor circule la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Seaside:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Seaside como lugar para vivir	1	2	3	4	5
Su vecindario como lugar para vivir.....	1	2	3	4	5
Seaside como lugar para criar a sus hijos	1	2	3	4	5
Seaside como lugar para trabajar.....	1	2	3	4	5
Seaside como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Seaside	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Seaside:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitario.....	1	2	3	4	5
Aceptación de la comunidad a gente de orígenes diversos.....	1	2	3	4	5
Aspecto general de la Ciudad de Seaside	1	2	3	4	5
Limpieza de Seaside	1	2	3	4	5
Calidad general de nuevo desarrollo en Seaside.....	1	2	3	4	5
Variedad de opciones de vivienda	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Seaside.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos comunitarios	1	2	3	4	5
Facilidad para viajar en carro	1	2	3	4	5
Facilidad para viajar en autobús.....	1	2	3	4	5
Facilidad para viajar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del ambiente natural general en Seaside	1	2	3	4	5
Imagen/reputación general de Seaside	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población.....	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. **¿Hasta qué grado son problema los edificios abandonados, lotes baldíos con de maleza o vehículos chatarra en Seaside?**
 No son problema Problema menor Problema moderado Problema mayor No sé

5. **Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Seaside:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. **Por favor clasifique qué tan seguro o inseguro se siente usted:**

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. **¿Ha tenido contacto en persona o por teléfono con algún empleado del Departamento de Policía de Seaside durante los últimos 12 meses?**

No → Vaya a la Pregunta 9 Sí → Vaya a la Pregunta 8 No sé → Vaya a la Pregunta 9

8. **¿Cuál fue la impresión general de su contacto más reciente con el Departamento de Policía de Seaside?**

Excelente Buena Regular Deficiente No sé

9. **Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia han sido víctima de algún crimen?**

No → Vaya a la pregunta 11 Sí → Vaya a la pregunta 10 No sé → Vaya a la pregunta 11

10. **¿Si usted marcó sí, denunció esos crímenes a la policía?**

No Sí No sé

11. **Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Seaside?**

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Seaside y sus servicios	1	2	3	4	5
Utilizó los centros de recreación de Seaside	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad.....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Miró alguna reunión de oficiales locales electos u otra reunión pública patrocinada por la Ciudad en televisión por cable, la Internet u otros medio	1	2	3	4	5
Leyó el boletín de la Ciudad	1	2	3	4	5
Visitó el sitio en red de la Ciudad de Seaside (en www.ci.seaside.ca.us) .	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Participó en actividades religiosas o espirituales en Seaside	1	2	3	4	5
Participó en un club o grupo cívico en Seaside.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

12. **¿Como qué tan a menudo, si lo hace, habla o visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?**

Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Menos de varias veces al mes

Encuesta Ciudadana del 2012 de la Ciudad de Seaside

13. Por favor clasifique la calidad de cada uno de los siguientes servicios en Seaside:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Servicios públicos de electricidad o gas	1	2	3	4	5
Parques de la Ciudad	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Centros de Recreación	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios de Salud.....	1	2	3	4	5
Servicios para Personas Mayores de la Tercera Edad	1	2	3	4	5
Servicios para los Jóvenes	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas	1	2	3	4	5
Televisión por Cable.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres naturales u otras situaciones de emergencia).	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5

14. En general, ¿cómo evalúa usted los servicios proveídos por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Seaside.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5
el Gobierno del Condado de Monterey.....	1	2	3	4	5

15. Por favor indique qué tan probable o improbable es que usted hará cada uno de los siguientes:

	<i>Muy Probable</i>	<i>Algo probable</i>	<i>Algo improbable</i>	<i>Muy Improbable</i>	<i>No sé</i>
Recomendarle vivir en Seaside a alguien que pregunte	1	2	3	4	5
Permanecer en Seaside los próximos cinco años.....	1	2	3	4	5

16. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo
 Más o menos positivo
 Neutral
 Más o menos negativo
 Muy negativo

17. ¿Ha tenido contacto en persona o por teléfono con algún empleado del Departamento de Bomberos de la Ciudad de Seaside durante los últimos 12 meses?

- No → Vaya a la Pregunta 19 Sí → Vaya a la Pregunta 18 No sé → Vaya a la Pregunta 19

18. ¿Cuál fue la impresión general de su contacto más reciente con el Departamento de Bomberos de la Ciudad de Seaside?

- Excelente Buena Regular Deficiente No sé

19. ¿Ha tenido contacto personal, por teléfono o por correo electrónico con algún empleado de la Ciudad de Seaside durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta 21 Sí → Vaya a la pregunta 20

20. ¿Cuál fue su impresión de los empleados de la Ciudad de Seaside en su más reciente contacto? (Evalúe cada característica abajo.)

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Conocimiento	1	2	3	4	5
Sensibilidad	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

21. Por favor clasifique las siguientes categorías del desempeño gubernamental en Seaside:

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
El valor de servicios por los impuestos pagados a Seaside	1	2	3	4	5
La dirección general que está tomando Seaside	1	2	3	4	5
La labor del gobierno de Seaside para incluir la participación de la comunidad.....	1	2	3	4	5

22. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. Por favor indique qué tan importante es para usted, si lo es, que la Ciudad de Seaside proporcione los siguientes servicios:

	<i>Esencial</i>	<i>Muy importante</i>	<i>Algo importante</i>	<i>No importante en absoluto</i>	<i>No sé</i>
Seguridad pública.....	1	2	3	4	5
Calles y caminos	1	2	3	4	5
Programas de recreación	1	2	3	4	5
Eventos/programas comunitarios (p.ej., Blues in the Park (Blues en el Parque), the Martin Luther King March (la Marcha de Martin Luther King), National Night Out (Salida Nocturna Nacional))	1	2	3	4	5
Desarrollo económico.....	1	2	3	4	5

b. Por favor indique hasta qué punto apoyaría o se opondría usted a un aumento de impuestos de propiedad de no más de \$100 por hogar al año, para mejorar los siguientes servicios:

	<i>Fuertemente apoyo</i>	<i>En algo apoyo</i>	<i>En algo me opongo</i>	<i>Fuertemente me opongo</i>	<i>No sé</i>
Seguridad pública.....	1	2	3	4	5
Calles y caminos	1	2	3	4	5
Programas de recreación	1	2	3	4	5
Eventos/programas comunitarios (e.g., Blues in the Park (Blues en el Parque), the Martin Luther King March (la Marcha de Martin Luther King), National Night Out(Salida Nocturna Nacional))	1	2	3	4	5
Desarrollo económico.....	1	2	3	4	5

c. La Ciudad ha considerado varias maneras de consolidar servicios con otros gobiernos locales en la Península de Monterey para mejorar eficiencias y ahorrar costos. Por favor indique hasta qué punto apoyaría o se opondría usted a la consolidación de los siguientes servicios:

	<i>Fuertemente apoyo</i>	<i>En algo apoyo</i>	<i>En algo me opongo</i>	<i>Fuertemente me opongo</i>	<i>No sé</i>
Policía.....	1	2	3	4	5
Bomberos					
Calles y caminos	1	2	3	4	5
Administración					
Mantenimiento de parques.....	1	2	3	4	5

Encuesta Ciudadana del 2012 de la Ciudad de Seaside

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días viaja al trabajo (para la mayor distancia que recorre) de cada método en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, vía férrea, metro u otro transporte público días
- Camina..... días
- Bicicleta días
- Trabaja en el hogar..... días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Seaside?

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

D4. ¿Cuál describe mejor el edificio en el que vive?

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer...

- Alquilada o la ocupa sin pago?
- Propia, o de algún familiar hipotecada o ya está pagada?

D6. ¿Como cuánto es su costo mensual de vivienda por el lugar donde vive? (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Hay niños de 17 años o menos viviendo en su hogar?

- No
- Sí

D8. ¿Tiene usted o cualquier miembro de su familia 65 años o más?

- No
- Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso el total de entradas monetarias de todas las personas que viven en su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano o Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

D13. ¿Cuál es su genero?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No soy elegible para votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- No soy elegible para votar
- No sé

D16. ¿Usted tiene un teléfono celular?

- No
- Sí

D17. ¿Usted tiene una línea telefónica fija (conexión a la pared) en el hogar?

- No
- Sí

D18. Si usted tiene tanto un teléfono celular como una línea fija, ¿cuál considera como su número principal de teléfono?

- Celular
- Línea fija
- Ambos

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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