



Council Agenda Report

From: Thomas Frutchey, City Manager
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Subject: National Citizen Survey

Date: December 19, 2017

Facts

1. The City of Paso Robles has not previously taken a survey of its residents to determine community sentiment on how the City and community is doing to serve the diverse needs of our residents.
2. Using funds previously dedicated to the city's Tourism division that was discontinued after the Tourism Business Improvement District was formed, the City Council approved a Civic Engagement program, including funds to administer the National Citizen Survey.
3. The National Citizen Survey will provide previously unavailable community input as we begin drafting a Strategic Plan for Civic Engagement in early 2018 and will also create benchmarks to help us track the progress of our efforts.
4. Identifying what our residents feel are our strengths and weaknesses as a city and community will help us develop targeted programs for Civic Engagement and will help elected officials and City staff in long-term planning.
5. The National Citizen Survey (NCS) asked 1,500 Paso Robles residents their opinion on various characteristics of our community, how often they participate in community and civic events or use city services, and how they felt city government was performing overall.
6. The vast majority of the questions are standard questions that have been asked in NCS surveys in 630 communities in the United States. Additionally, a custom benchmark in the survey measured us against 24 cities in the Pacific Region with populations of 10,000-75,000 and household incomes of \$50,000-\$75,000.
7. The full results of the survey are attached here, with an overview of key findings listed under "Conclusions" on Page 13 of the NCS Community Livability Report.
8. A *Next Steps Workshop* to review all findings and identify actions to enhance the quality of life for our residents has already been scheduled for January 11, 2018 at 5:30PM in the EOC Main Conference Room at the Paso Robles Safety Center, 900 Park Street. The public is encouraged to attend; the session will be noticed and the findings will be placed in a prominent location on the City's website.

Options

1. Take no action;
2. Receive and file the survey results;
3. Provide alternative direction to staff.

Analysis and Conclusions

Key survey findings include, among others:

- ❖ 87% of residents rate the quality of life in Paso Robles as good or excellent.
- ❖ 92% rated Paso Robles as a good or excellent place to live; 88% rated Paso Robles as an excellent place to visit.
- ❖ Residents rated Safety and the Economy as the most important facets of the Paso Robles community over the next two years.

- ❖ Residents positively rated the feeling of safety in their neighborhood and in the downtown/commercial area.
- ❖ At least 8 in 10 residents favorably rated the vibrancy of downtown.
- ❖ The community was faulted regarding: the availability of public parking, the affordability of housing, the availability of housing, the affordability of child care, and the availability of health care.
- ❖ About 8 in 10 positively evaluated the overall quality of City services.
- ❖ Ratings for emergency preparedness, street repair, street cleaning, drinking water, and health services were lower than those given in comparable communities.
- ❖ The most frequently cited priority for the next five years was downtown parking.

In addition, survey results indicate that the City should at least consider a ballot measure in 2018 to either extend or add to supplemental sales tax revenue generation.

These are just a selection of the findings addressed in the reports.

Fiscal Impact

This survey was included in the approved FY16/17-FY17/18 budget in the City Manager's Office for Civic Engagement. The budgeted amount for the survey was \$30,000 and total costs for the National Citizen Survey came to \$19,800.

Recommendation

Receive and file the final reports for the National Citizen Survey, recognizing that action items will be developed at the *Next Steps Workshop* on January 11, 2018.

Attachments

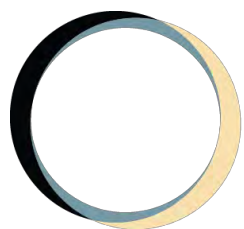
1. National Citizen Survey (NCS) User Guide
2. NCS Dashboard--Paso Robles
3. NCS Community Livability Report--Paso Robles
4. NCS Technical Appendices--Paso Robles



THE NCSTM
The National Citizen SurveyTM

Guide to Understanding and Using Your Reports

2017



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Purpose of the User Guide

As a participant in **The National Citizen Survey™** (The NCS™), you are among an elite group of communities that conduct resident surveys. Communities often use the results of The NCS to:

- **Envision** Make strategic plans and set goals
- **Engage** Partner with residents, other governments, private sector and community-based organizations
- **Earmark** Alter budgets, personnel or services
- **Educate** Communicate and reach out to residents to inform, educate and advocate
- **Enact** Create, alter and remove policies to promote community strengths
- **Evaluate** Track strengths and problems, dig more deeply and evaluate progress

The purpose of this User Guide is to provide you with an overview of the various products you have received related to your survey results, and to describe how to dive in and understand the data that are provided in these products.

Your community, including the elected officials and government staff, should dig into data relevant to their missions, discuss the findings and create action plans. Residents expect their leaders to act on the survey results they receive. By acting on survey results, community leaders build credibility with residents. This credibility leads to heightened public trust which, in turn, makes it more likely that residents will support expenditures and resource allocations recommended by their councils, commissions or staff. Proper expenditure of resources leads to better communities.

The NCS Background

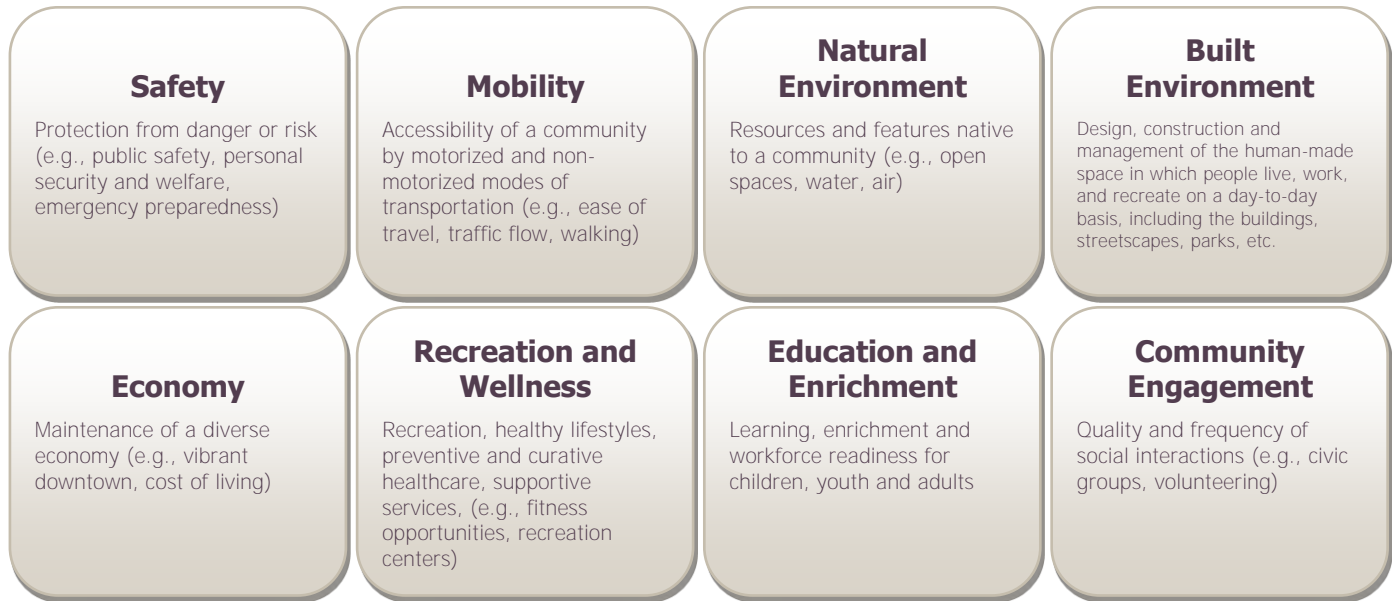
National Research Center, Inc. (NRC) developed The NCS as a low-cost, comprehensive, statistically valid survey solution for local governments eager to find out what their residents think about their communities. The NCS is not just a survey; it is a service that encompasses the entire survey research process - scheduling, questionnaire development, sample selection, data collection, analysis and reporting. In partnership with the International City/County Management Association (ICMA), The NCS has been administered hundreds of times in numerous U.S. cities, counties, towns, villages and boroughs.

The NCS assesses aspects of community life, local government service quality and resident participation in community activities. The results, based on resident perceptions, describe the areas where community members themselves believe things are going well and shed light on the areas that could benefit from improvement.

What Does The NCS Measure?

Broadly, The NCS measures your community’s “livability.” A great many definitions have been made for community livability,¹ **including one from the Partners for Livable Communities, calling it** “the sum of the factors that add up to a community’s quality of life.”² Staff at NRC examined the extensive research that has been done about community livability and many of the models that have been developed to describe the components of livable communities.³ Eight facets of community livability were distilled from our synthesis of this research: Safety, Mobility, the Natural Environment, the Built Environment, the Economy, Recreation and Wellness, Education and Enrichment and Community Engagement. The NCS questionnaire includes individual items that act as indicators of community quality within each of the eight facets – **and, split in a different way, they form three “pillars” of community quality:** Community Characteristics, Governance and Participation.

The Eight Facets of Livable Communities



The Three Pillars of Livable Communities



¹ Many examples are shown at http://www.camsys.com/kb_experts_livability.htm

² Source: Partners for Livable Communities, <http://www.livable.org/about-us/what-is-livability>

³ See, for example: http://livable.nonprofitsoapbox.com/storage/documents/board_resources/BOT_Meetings/2010/4ExecCommNov5/Grand_Alliance_doc_for_EC.pdf; http://www.sustainable.org/images/stories/pdf/Placemaking_v1.pdf; http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf

Other sectors that influence community quality include the businesses, non-profit agencies, fraternal or service organizations (e.g., Kiwanis, Rotary, Lions and more) and other community groups (such as homeowners or neighborhood associations, etc.) as well as other nearby local governments or other levels of government. They are important target audiences for receiving and acting on The NCS results.

Because much of what The NCS measures is quality – quality of community life, services and connection – it is common for community leaders to conclude that their locale must excel in every facet of livability. While leaders may feel compelled to strive to be equally strong in all areas of community life, such a strategy is rarely feasible or even desirable. Different communities have different strengths and identities. These strengths and definitions of the community should be noted by all those reviewing the results. Less desirable ratings for some indicators should not automatically be seen as negative for a community, but instead a reflection of the community’s resources and priorities which wisely may be spent on areas that matter more. Not all indicators that show less achievement are a call to action, just as not all indicators that are strong should become a gateway to complacency. Those viewing The NCS results, and in particular those charged with creating plans based on the results, should consider their community’s essence and priorities, and should choose to make improvements or maintain excellence in areas that support the identity they desire. Meeting your definition of success in the areas deemed most important is the ultimate goal – and one that The NCS helps measure – even if all levels of success are not equal.

Using Your Reports

Report Documents

Instead of a single, heavy document that can be difficult to navigate and share, The NCS results are reported in multiple formats and lengths, each with varying levels of detail to ensure your different stakeholder groups get the right information to meet their needs. The Basic Service of The NCS includes each of the following documents:

- Community Livability Report
- Dashboard Summary of Findings
- Technical Appendices
- Trends over Time (if you have administered The NCS before)

Depending on the additional services you chose as part of your research project, you may also receive additional reports, such as:

- Demographic Subgroup Comparisons
- Geographic Subgroup Comparisons
- Report of Open-ended Questions
- Presentation slideshow (shown at in-person presentation of results and provided to you for your own uses)

This User Guide describes these reports, how to interpret the data and how to dig deeper to ensure everyone – you, government staff leadership, line staff, elected officials, residents, business owners and community organizations – get the most out of The NCS results.

Report Types

When assembled together, these reports build on and reinforce each other, while separately, they provide the flexibility for targeted reporting to specific audiences.

Community Livability Report • This report is the most universal and summarizes all the results and key findings. The Community Livability Report is brief, attractive and accessible, making it a central public document.

Dashboard Summary of Findings • This report offers a **simplified (“rolled up”)** quantitative view of the data, as well as comparison details for each question (the relationship to the benchmark and over time, if this is not the first iteration of the survey).

Technical Appendices • The appendices include the details about survey methods, individual response options selected for each question – **with and without the “don’t know” option** – and detailed benchmark results. This document speaks to the credibility of data and the most granular detail of results.

Trends over Time • This report reveals how resident perspectives and behaviors have changed across two or more administrations of The NCS. The report offers a high level view of how rankings have changed as well as relative position to the benchmark including all administrations of The NCS.

Guide to Understanding and Using Your Reports • The Guide to Understanding and Using Your Reports (this document) is written simply so that the survey sponsors receive guidance about how to understand all aspects of the reports, and also so that sponsors can explain to others how the reports are organized and what they mean.

Presentation • An in-person presentation by NRC’s independent researchers will offer an engaging overview of the findings – revealing important patterns without getting lost in the detail – at a Council meeting (either formal or work session). The PowerPoint slideshow can be reused for other audiences, including civic clubs, business and non-profit organizations and the press. Presentation by the unbiased survey research team offers the neutrality that is hard to garner when staff themselves present survey findings.

Subgroup Comparisons • Both demographic and geographic comparison options are available. Such information can be especially useful as programs are considered for different parts of a community or outreach is planned to educate different community groups.

Open-ended Questions • Residents’ own words add flavor to the survey results and a quantitative grouping of similarly themed comments gives a sense of common ideas.

Report Dissemination

Distributing the results and communicating the key findings engages audiences.

Audiences and Stakeholders

Residents • Make the reports available to the public via your website. Share the results at a public meeting, being sure to advertise the event. A full presentation of the results (either by NRC or your own staff) with discussion of results among elected officials highlights the transparency of findings. If independence of the findings is particularly important in your community, working with NRC to make the presentation of results will be particularly effective.

Department Managers and Line Staff • Managers and staff will examine ratings most closely aligned to their work. Make a plan to disseminate results to line staff (e.g., through a series of small group meetings). Staff should be encouraged to identify specific areas where action is suggested – including further research as well as service enhancements or partnerships outside of the organization. These suggestions could be sent to the department heads who will meet to discuss action options with the chief administrative officer.

Elected officials • Elected officials benefit most from advance distribution of survey reports prior to public presentation and discussion. Ask elected officials to read the survey documents and funnel questions to staff who then can get assistance with answers from NRC professionals, when needed. Staff should develop an approach to action that can be presented to council. This way staff will be prepared when the inevitable council question is asked of the manager, “What do you plan to do with these results so that they don’t just sit on a shelf?”

Non-profits and Businesses • While local governments sponsor The NCS, it is not just for staff and elected officials. It is a document to engage the entire community. Many of the findings of the survey will be relevant to the non-profit and business sectors and many community improvements will rest on the shoulders of these sectors as much as on government. Convene a meeting of business and non-profit leaders to release results and begin a discussion of actions to improve resident attitudes and behaviors. This could be a town hall-style meeting or a special invitation lunch with elected officials.

Press/Media • Getting in front of your results means controlling how and when results are shared with the press. Whether your relationship with the local news media is cooperative or contentious, you should declare your intentions for the results even before the survey is conducted – then reinforce those intentions once you have the results. Let the press know that there are no bad results and that your community conducts The NCS because it intends to learn and improve like the best businesses. Certainly social media outlets also permit you to express your intentions for results and to interpret the findings for any of your followers. (And do not forget to link subsequent decisions to what you learned from the survey.)

Choosing a Report Audience

You can follow or adapt to your needs NRC’s recommendations for sharing The NCS reports with different stakeholder groups in your community. There is no reason to withhold any report from any individual or stakeholder group, but if targeting the right information to the right audience is seen to be of value, we believe that these distinctions among audiences will make the first pass at distributing results most effective.

Sharing The NCS Reports with Different Sectors

Report	Residents	Elected officials	Department managers and line staff	Non-profits and businesses	Press/ Media
Community Livability Report	●	●	●	●	●
Dashboard Summary of Findings			●		
Technical Appendices			●		
Trends over Time	●	●	●	○	●
Presentation of key findings	●	●	●		●
Subgroup comparisons (demographic and/or geographic)		○	●	○	
Open-ended Question Responses		○	○	○	
Guide to Understanding and Using Your Reports			●		

●=Recommended
○=Optional

These stakeholder groups may wish to “drill down” into the results most meaningful or pertinent to their missions. Those wishing to drill down should review the questionnaire first and decide which survey items are relevant to their mission – choosing from not only specific municipality-provided **services, but also those “community outcomes” that they wish to impact.** The Dashboard Summary of Findings and Community Livability Report provide an overview, while the Technical Appendices provide the detailed survey responses and benchmark results. The Trends over Time can show how stakeholders’ efforts have impacted the community over the years. Demographic and Geographic Subgroup Comparisons reports can help to point out on whom and where impacts have been felt to lesser and greater degrees.

Community Livability Report

Using the model of the eight facets of community livability within the three pillars of community, The NCS Community Livability report is divided into seven sections:

- About
- Quality of Life
- Community Characteristics
- Governance
- Participation
- Special Topics
- Conclusions

About • This section provides background on The NCS and community livability with brief descriptions of the survey methods.

Quality of Life • This section of the report highlights areas of community strength and challenge, as well as identifying community characteristics most important to your residents' assessments of their quality of life. A summary of benchmark comparisons is presented by the eight community livability facets helping communities to focus on areas that may **provide “bigger bang for your buck.”**

Community Characteristics • This section of the report describes residents' ratings of the characteristics that make a community livable, attractive and a place where people want to be.

Governance • This section of the report evaluates how well the local government delivers services and meets the needs and expectations of its residents.

Participation • This section of the report looks at how connected residents are to the community and each other.

Special Topics • This section includes the custom or special questions you may have included on your survey.

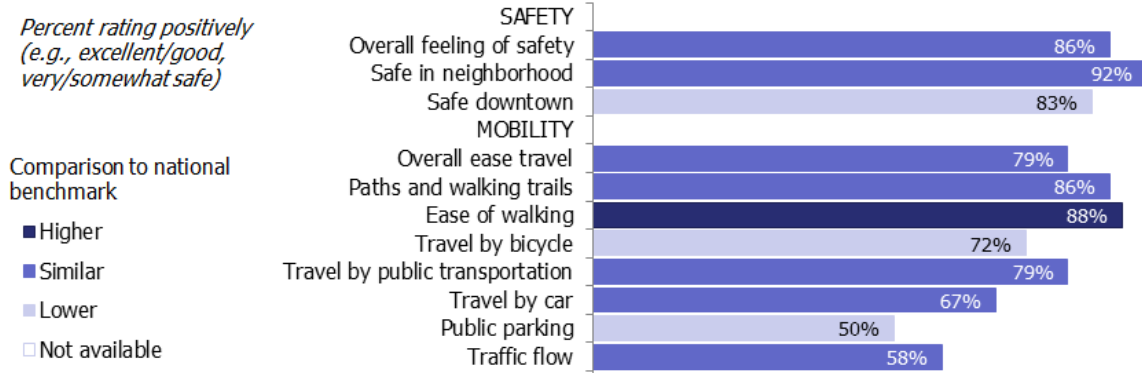
Conclusions • Your report ends with a summary of key findings.

For the most part, the “percent positive” is reported in the report’s charts. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe”). For question that ask about behavior (e.g., asked on a yes/no scale or frequency scale like “never,” “rarely,” “sometimes,” “usually,” or “always”) we show a combination of responses that reflects at least some behavior (e.g., percent “yes” or “always” and “usually”).

On many of the questions in the survey, respondents could answer “don’t know,” but these “don’t know” responses have been excluded from the analyses shown in the report. In other words, the tables and charts display the responses from respondents who had an opinion about a specific item. Appendix A of the Technical Appendices provides the complete set of survey frequencies, with and without “don’t know” responses. The User Guide section, *Understanding Survey Research* (starting on page 17) describes how and why we remove the “don’t know” responses from our analyses.

Most of the charts in your Community Livability report have been color-coded to indicate how your results compare to national benchmarks, with individual survey items grouped within the eight facets of Community Livability. At a glance, you can see how your results compare to not only each other, but to

national benchmark communities, as well. Detailed benchmark results are provided in Appendix B of the Technical Appendices and include such additional information as your rank among the comparison communities. If you chose to have custom benchmark comparisons made, the results appear in this appendix as well.



Dashboard Summary of Findings

The Dashboard Summary of Findings summarizes resident ratings across the eight facets and three pillars of a livable community. The Dashboard Summary chart displays your overall performance in each facet based on each survey item’s comparison to the benchmark. When most ratings were higher than the benchmark, the color is dark purple; when most ratings were lower than the benchmark, the color is the lightest purple. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	20	25	7	28	12	6	5	14	14
General	2	5	0	2	1	0	1	1	1
Safety	0	1	2	6	1	0	1	1	0
Mobility	4	2	2	2	4	2	1	1	0
Natural Environment	3	0	0	5	1	0	0	1	2
Built Environment	0	4	1	3	3	1	0	2	0
Economy	2	5	1	0	0	1	1	2	0
Recreation and Wellness	3	4	0	4	0	0	1	2	2
Education and Enrichment	3	2	0	1	0	1	0	1	2
Community Engagement	3	2	1	5	2	1	0	3	7

Legend	
	Higher
	Similar
	Lower

The Detailed Dashboard displays for each item on the survey, its comparison to the benchmark and the percent positive for the current year, and if applicable, how the current year’s rating compares to the previous year’s rating (higher, similar or lower). Examination of how areas are trending over time and how they compare to the benchmark can be helpful in identifying the areas that merit more attention.

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↓	↑	74%	Customer service	↔	↑	81%	Sense of community	↔	↔	78%
	Overall quality of life	↓	↔	82%	Services provided by ABC	↔	↑	79%	Recommend ABC	↓	↔	75%
	Place to retire	↔	↔	65%	Services provided by the Federal Government	↑	↔	45%	Remain in ABC	↔	↑	83%
	Place to raise children	↓	↔	77%					Contacted ABC employees	↑	↓	51%
	Place to live	↓	↔	84%								
	Neighborhood	↓	↔	78%								
	Overall image	↔	↑↑	87%								
Safety	Overall feeling of safety	*	*	89%	Police	↔	↑↑	82%	Was NOT the victim of a crime	↔	↑	89%
	Safe in neighborhood	↓	↔	92%	Crime prevention	↔	↑	70%	Did NOT report a crime to police	*	*	82%
	Safe downtown/commercial area	↔	↔	87%	Fire	↔	↑↑	94%	Stocked supplies for an emergency	*	*	42%
					Fire prevention	↔	↑	80%				
					Ambulance/EMS	↔	↑	91%				
					Emergency preparedness	↑	↑↑	66%				
Mobility	Overall ease of travel	↔↔	↔↔	75%	Animal control	↓	↔	62%	Walked or biked instead of driving	*	*	35%
	Traffic flow	↔↔	↔↔	49%	Traffic enforcement	↔↔	↔↔	66%	Carpooled instead of driving alone	*	*	42%
	Travel by car	↔↔	↑↑	64%	Street repair	↓	↓↓	43%	Used public transportation instead of driving	*	*	19%
	Travel by bicycle	↓	↑	55%	Street cleaning	↔↔	↑↑	66%				
	Ease of walking	↓	↑↑	66%	Street lighting	↔	↔	60%				
	Travel by public transportation	↑	↓↓	45%	Snow removal	↓	↓	60%				
	Paths and walking trails	↓	↑↑	62%	Sidewalk maintenance	↔	↔	55%				
					Traffic signal timing	↔	↔	52%				
				Bus or transit services	↔	↑↑	60%					

Legend
 ↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Technical Appendices

Appendix A: Complete Survey Responses

The first appendix in this document shows the responses to each question on the survey in two ways. Included first are **the responses excluding any “don’t know” responses and second** are the responses **including the “don’t know” responses. We show both** the percent of respondents giving a particular response **followed by the number of respondents (denoted with “N=”)**. Every table in the appendix is numbered, to ease its reference in additional documentation or reports you may develop. The complete question wording that was used on the survey is also displayed in every table. This permits readers to review the results in their entirety without having to cross-reference the survey instrument.

High “don’t know” (typically 20% or greater) responses can suggest a need for additional communication or outreach in the community, **especially if the high “don’t know” responses are related to underused services.**

Responses excluding don't know

Table 1: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	100%	N=344
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	100%	N=337
ABC as a place to raise children	54%	N=152	24%	N=69	18%	N=50	4%	N=12	100%	N=283
ABC as a place to work	34%	N=98	36%	N=102	22%	N=62	8%	N=23	100%	N=285
ABC as a place to visit	72%	N=214	22%	N=66	2%	N=5	4%	N=12	100%	N=297
ABC as a place to retire	40%	N=97	30%	N=72	18%	N=44	13%	N=31	100%	N=244
The overall quality of life in ABC	55%	N=187	35%	N=117	5%	N=18	4%	N=15	100%	N=337

Responses including don't know

Table 30: Question 1

Please rate each of the following aspects of quality of life in ABC:	Excellent		Good		Fair		Poor		Don't know		Total	
ABC as a place to live	47%	N=162	36%	N=125	12%	N=42	4%	N=15	1%	N=4	100%	N=348
Your neighborhood as a place to live	45%	N=152	39%	N=132	12%	N=42	3%	N=11	1%	N=3	100%	N=340
ABC as a place to raise children	46%	N=152	21%	N=69	15%	N=50	4%	N=12	13%	N=44	100%	N=327
ABC as a place to work	29%	N=98	30%	N=102	18%	N=62	7%	N=23	15%	N=52	100%	N=337
ABC as a place to visit	71%	N=214	22%	N=66	2%	N=5	4%	N=12	2%	N=5	100%	N=302
ABC as a place to retire	31%	N=97	23%	N=72	14%	N=44	10%	N=31	21%	N=64	100%	N=308
The overall quality of life in ABC	54%	N=187	34%	N=117	5%	N=18	4%	N=15	2%	N=7	100%	N=344

For some questions, respondents are permitted to select more than one response. When some respondents are counted in multiple categories, the total will likely exceed 100%. In these cases, those multiple response questions will have the appropriate notation below the table.

Table 55: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=15
Asian, Asian Indian or Pacific Islander	6%	N=20
Black or African American	10%	N=35
White	86%	N=298
Other	15%	N=52

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

Appendix B: Benchmark Comparisons

What Benchmarks Are

Benchmarks are comparison data that provide context for your ratings. In Appendix B, your detailed benchmark results are displayed in a table of five columns. The first column is the survey item for which the comparisons have been provided. The second column is your community’s percent positive. The third column is the rank assigned to your rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth and final column shows how your rating compares to the other communities in the benchmarking database. In that final column, your results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by residents of your community is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

National Benchmark Comparisons

Table 1: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in ABC	83%	98	286	Similar
Overall image or reputation of ABC	84%	67	315	Much higher
ABC as a place to live	78%	118	255	Similar
Your neighborhood as a place to live	89%	80	374	Higher
ABC as a place to raise children	75%	135	325	Lower
ABC as a place to retire	72%	129	298	Much lower
Overall appearance of ABC	70%	168	354	Similar

We also provide a list of the communities included in your comparison with their population according to the U.S. Census Bureau. The communities in the national database represent a wide geographic and population range; many communities find a custom comparison that targets specific geographies or populations to be useful.

Communities included in national comparisons

The communities included in ABC’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS.....	6,844	Cambridge city, MA.....	105,162
Adams County, CO.....	441,603	Cape Coral city, FL.....	154,305
Airway Heights city, WA.....	6,114	Cape Girardeau city, MO.....	37,941
Albany city, GA.....	77,434	Cartersville city, GA.....	19,731
Albany city, OR.....	50,158	Carver County, MN.....	91,042
Albemarle County, VA.....	98,970	Cary town, NC.....	135,234
Albert Lea city, MN.....	18,016	Casa Grande city, AZ.....	48,571
Altoona city, IA.....	14,541	Casper city, WY.....	55,316
Ambridge borough, PA.....	7,050	Castle Pines North city, CO.....	10,360
Ames city, IA.....	58,965	Castle Rock town, CO.....	48,231
Andover CDP, MA.....	8,762	Cedar Falls city, IA.....	39,260
Ankeny city, IA.....	45,582	Cedar Rapids city, IA.....	126,326

What Benchmarks Are Not

Benchmarks do not tell you what you need to fix. In this way, benchmarks are not like blood tests that carry a range, often narrow, within which you are considered to be healthy and outside of which you could be sick. A local score that is lower than scores typically seen in other places may indicate nothing more than community sentiment that resonates. For example, a suburb located near a large metropolitan center may not be seen to have as strong an economy as other places. This residential suburb’s commercial areas are not seen to be as vibrant as other places, may have a higher cost of living, fewer jobs and may have ceded downtown activities to a nearby metro area that has much higher density and more entertainment opportunities. **A lower benchmark rating for “economy” simply offers specifics to the community identity which residents and leaders may feel no need to ameliorate.** Instead

this hypothetical community may want to focus its resources on sustaining or strengthening its image as a safe place with many recreation opportunities and ease of travel by car and light rail.

How to Use Benchmarks

Many of the charts and tables in The NCS reports have been color-coded to indicate how your results compare to national benchmarks.

Benchmark comparisons often are used for performance measurement. Communities 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 perception of residents in the community it intends to protect is not so strong. 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.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The NCS. The comparison evaluations are from the most recent survey completed in each community; 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 Basic Service includes national benchmark comparisons. If you chose a custom benchmarks comparison as an additional service to the basic NCS, these comparison will appear in this appendix, as well.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Data come from tens of thousands of individual evaluations of community quality, service delivery and engagement. Despite the differences in jurisdiction characteristics, all are in the business of facilitating a high quality of life for residents, typically by providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective virtually everywhere is to help create and sustain highly livable communities.

Where Benchmarks Come From

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...”**

Surveys in the benchmarks are conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC 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*** and the ***Journal of Policy Analysis and Management***. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work.⁴ 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.

⁴ See, for example: 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 and 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.

Trends over Time Report

If you have conducted The NCS before, you will automatically receive the Trends over Time report. In this report we show your percent positive ratings by year, how your most current results compare to your previous year’s results and how you have compared to the national benchmark for each survey year.

The Trends over Time Report provides insight on the aspects of your community that may be improving or perhaps starting to decline. While trends for your national benchmark comparisons are provided for reference, the benchmark is constantly changing as communities conduct newer surveys or new communities conduct surveys and resident perspectives change. Overall, your trends represent, perhaps, the most powerful benchmark you have – a comparison of you to yourself in prior years. These trends can be a window into the impact of new policies, capital projects or programs in your community.

Table 1: Community Quality Overall

	Percent rating positively (e.g., excellent/good)			2013 compared to 2011	Comparison to benchmark		
	2009	2011	2013		2009	2011	2013
Overall quality of life	68%	74%	79%	Similar	Much lower	Similar	Similar
Overall image	76%	80%	78%	Similar	Similar	Higher	Similar
Place to live	72%	71%	82%	Higher	Similar	Similar	Much higher
Neighborhood	79%	84%	91%	Similar	Higher	Higher	Higher
Place to raise children	65%	69%	78%	Similar	Lower	Much higher	Higher
Place to retire	NA	NA	60%	NA	NA	NA	Much lower
Overall appearance	88%	87%	90%	Similar	Similar	Similar	Similar

Demographic and Geographic Subgroup Comparison Reports

An additional service many participants in The NCS choose is comparison of results by respondent characteristics. In the Demographic Subgroup Comparison Report, each survey question is cross-classified by responses from different demographic groups in your community. We typically show five demographic groupings (housing unit type, housing tenure, age, gender and race/ethnicity) so that you can see if results differ depending on the demographic category of respondent. The Geographic Subgroup Comparison Report is another optional service that compares survey responses by subgroups, in this case, based on respondents' location (e.g., district, neighborhood, ward, etc.). In order to create a report of geographic comparisons, the geographic subareas will need to be determined well before the survey mailing.

In these subgroup comparison reports, we show the percent positive rating and shade “statistically significant” differences grey. The shading is based on analysis of variance and chi-square tests of statistical **significance where a “p-value” of 0.05 or less indicates that there is less than a 5% probability** that differences observed among subgroups are due to chance; or in other words, a greater than 95% probability that there are differences that exist in the subgroups being compared.

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	Housing unit type		Housing tenure		Age			Gender		Race/Ethnicity		Overall
	Detached	Attached	Rent	Own	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
The overall quality of life in ABC	58%	55%	53%	58%	55%	56%	59%	60%	54%	43%	56%	57%
Overall image or reputation of ABC	62%	55%	56%	59%	59%	56%	60%	56%	61%	58%	55%	58%
ABC as a place to live	68%	67%	64%	69%	64%	69%	69%	68%	68%	68%	67%	68%
Your neighborhood as a place to live	50%	49%	46%	51%	53%	49%	47%	50%	49%	49%	47%	50%
ABC as a place to raise children	63%	62%	62%	63%	62%	62%	65%	64%	62%	62%	55%	63%
ABC as a place to retire	60%	59%	57%	60%	60%	58%	61%	60%	58%	60%	60%	60%
Overall appearance of ABC	55%	50%	43%	56%	50%	52%	57%	52%	53%	52%	57%	53%

Table 1: Community Characteristics General

Percent rating positively (e.g., excellent/good)	District 1	District 2	District 3	District 4	Overall
The overall quality of life in ABC	53%	59%	58%	59%	57%
Overall image or reputation of ABC	50%	61%	60%	60%	58%
ABC as a place to live	60%	72%	72%	74%	68%
Your neighborhood as a place to live	45%	58%	50%	48%	50%
ABC as a place to raise children	57%	66%	65%	67%	63%
ABC as a place to retire	55%	65%	60%	65%	60%
Overall appearance of ABC	50%	52%	53%	59%	53%

Demographic subgroup comparisons can help with creating targeted communication and service campaigns to address the concerns of each group.

Geographic subgroup comparisons can help demonstrate the sense of equity felt across the community since residents in some parts of every community tend to feel better than do those in other areas about the services they receive or the livability of their neighborhood. Results from geographic subgroup comparisons will permit targeting of services, capital improvements and programs so that residents in all areas can feel that they are receiving their fair share of resources.

Open-ended Question Responses

The NCS standard questions are close-ended. A closed-ended question is one where a set of response options is listed as fixed choices on the survey and those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, **respondents must “create” their own answers and state them in their own words.** The inclusion of an open-ended question is available as an additional service for The NCS that results in a separate Report of Open-ended Questions.

On the survey, respondents write, in their own words, their answer to the posed open-ended questions. In this report, the verbatim responses are categorized by topic area using qualitative coding techniques. Often, an “other” category is used for responses falling outside these coded categories. In general, a code is assigned when the number of related responses reaches a critical mass.

We will provide a table showing the frequency of each code to give a general overview of the responses.

Table 1: Question 13

What one thing do you like most about living in ABC?	2013
Location	38%
My neighborhood	16%
Quality of life in general	10%
Parks and open space	14%
Rural character	8%
Small town feel	7%
Other	7%
Total	100%

We also provide every verbatim response with its assigned code. This type of report gives you and others a chance to “hear” the voice of respondents in their own words.

Verbatim Responses

The following pages contain the respondents’ verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

What one thing do you like most about living in ABC?

Location

- Access to everything
- Actual location
- Close to city
- Close to metro
- Close to my office
- Close to town
- Close to work
- Close to work and everything is handy
- Convenience
- Convenience
- Convenience
- Everything is handy and close
- I like living south of the river
- It’s convenient to everything meaning shopping and the airport
- Location
- Location
- Proximity to downtown

My neighborhood

- Appearance of the neighborhoods
- Friendly people next door
- Good neighborhood
- Great neighborhood
- I love my neighborhood!
- Just happy with the neighborhood I live in
- Lots of kids in the neighborhood
- Neighbors
- My neighborhood

Understanding Survey Research

Survey Sampling

We systematically select households from a geocoded United States Postal Service (USPS) address list to ensure that only households located within the boundaries of a community are surveyed. Systematic sampling is a procedure whereby a complete list of all eligible addresses is culled, selecting every Nth one (a number that changes depending on the size of the population and the sample size to be selected) until the appropriate number of addresses is sampled. Not only does NRC scientifically and randomly sample households to participate in The NCS, but we also select, without bias, the household member to participate. This methodology helps ensure that the attitudes expressed by our respondent sample closely approximate the attitudes of all adult residents living in the community. Without controlling who in the household participates, it is likely that results would be biased towards those who are more sedentary and those without jobs (who may have different opinions about some services).

The Basic Service of The NCS includes mailing to randomly selected households. Though response rates across the US have dipped in recent years, the response rate for most administrations of The NCS ranges between 20% and 40%, which yields between 300 and 480 completed surveys.

Margin of Error 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 for The NCS, 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 used to estimate *all residents’* opinions. The relationship between sample size and precision of estimates or margin of error (at the 95% confidence level) is shown in the adjacent table. With a typical sample size for The NCS, this means an estimated margin of error at the 95% confidence level of plus or minus four to six percentage points.

Number of completed surveys	Margin of error
100	±9.8%
300	±5.7%
400	±4.9%
500	±4.4%
750	±3.6%

A 95% confidence interval indicates that for every 100 random samples of the same number of 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 community is between 71% and 79%.** This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

Non-response Bias

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 community a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers).

Weighting

The first step in preparing the data for analysis is to weight the data to reflect the demographic profile of the residents of the community being surveyed. Weighting is the approach used by quality survey consultancies to ensure that the demographic characteristics of the sample mirror the overall population. It is an important method to adjust for potential non-response bias. NRC uses a special software program of mathematical algorithms to calculate the appropriate weights. Several different weighting “schemes” may be tested to ensure the best fit for the data.

“Don’t know” Responses

Generally, a small portion of respondents select “don’t know” for most survey items and inevitably some items have a larger “don’t know” percentage. Comparing responses to a set of items on the same scale can be misleading when the “don’t know” responses have been included. If two items have disparate “don’t know” percentages (2% versus 17%, for example), any apparent similarities or differences across the remaining response options may disappear once the “don’t know” responses are removed. Such an example is shown below.

When comparing the community as a place to live to the community as a place to work, it would appear that 76% of respondents rated the community as a place to live as “excellent” or “good” compared to just 63% for the community as a place to work. However, the community as a place to work has a much higher proportion of respondents answering “don’t know” (17% compared to 2%).

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	25%	38	20%
Good	97	51%	81	43%
Fair	23	12%	22	12%
Poor	19	10%	17	9%
Don't know	3	2%	32	17%
Total	190	100%	190	100%

If we remove the three “don’t know” responses from the community as a place to live and the 32 “don’t know” responses from the community as a place to work, the two items are actually much more similar in their evaluations: 78% “excellent” or “good” place to live compared to 75% “excellent” or “good” place to work.

	Place to live		Place to work	
	Number	Percent	Number	Percent
Excellent	48	26%	38	24%
Good	97	52%	81	51%
Fair	23	12%	22	14%
Poor	19	10%	17	11%
Total	187	100%	158	100%

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 communities conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The NCS 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 community 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. With questions worded for EGFP, responses are more neutral because they require 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).



THE NCS™
The National Citizen Survey™

Paso Robles, CA

Dashboard Summary of Findings

2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Paso Robles’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Paso Robles’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes. In Paso Robles, average ratings for all facets across the three pillars of community livability were similar to those given in other communities across the nation.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	2	41	9	0	40	5	2	32	1
General	0	7	0	0	3	0	0	3	0
Safety	0	3	0	0	6	1	0	3	0
Mobility	0	7	1	0	5	2	0	3	0
Natural Environment	0	3	0	0	5	1	1	2	0
Built Environment	0	3	2	0	7	0	0	1	1
Economy	2	5	1	0	1	0	0	3	0
Recreation and Wellness	0	4	3	0	3	1	0	5	0
Education and Enrichment	0	4	2	0	2	0	1	2	0
Community Engagement	0	5	0	0	8	0	0	10	0

Legend	
	Higher
	Similar
	Lower

The National Citizen Survey™

Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	80%	Customer service	↔	75%	Recommend Paso Robles	↔	90%
	Overall quality of life	↔	87%	Services provided by Paso Robles	↔	70%	Remain in Paso Robles	↔	89%
	Place to retire	↔	73%	Services provided by the Federal Government	↔	33%	Contacted Paso Robles employees	↔	47%
	Place to raise children	↔	86%						
	Place to live	↔	92%						
	Neighborhood	↔	86%						
	Overall image	↔	86%						
Safety	Overall feeling of safety	↔	77%	Police	↔	77%	Was NOT the victim of a crime	↔	88%
	Safe in neighborhood	↔	95%	Crime prevention	↔	60%	Did NOT report a crime	↔	71%
	Safe downtown/commercial area	↔	96%	Fire	↔	92%	Stocked supplies for an emergency	↔	45%
				Fire prevention	↔	78%			
				Ambulance/EMS	↔	84%			
				Emergency preparedness	↓	46%			
Mobility	Traffic flow	↔	41%	Traffic enforcement	↔	58%	Carpooled instead of driving alone	↔	49%
	Travel by car	↔	57%	Street repair	↓↓	15%	Walked or biked instead of driving	↔	64%
	Travel by bicycle	↔	43%	Street cleaning	↓	35%	Used public transportation instead of driving	↔	18%
	Ease of walking	↔	71%	Street lighting	↔	58%			
	Travel by public transportation	↔	45%	Sidewalk maintenance	↔	48%			
	Overall ease of travel	↔	75%	Traffic signal timing	↔	45%			
	Public parking	↓	31%	Bus or transit services	↔	59%			
Natural Environment	Overall natural environment	↔	83%	Garbage collection	↔	87%	Recycled at home	↔	93%
	Air quality	↔	87%	Recycling	↔	82%	Conserved water	↑	96%
	Cleanliness	↔	75%	Yard waste pick-up	↔	83%	Made home more energy efficient	↔	83%
				Drinking water	↓	46%			
				Open space	↔	55%			
Built Environment				Natural areas preservation	↔	54%			
	New development in Paso Robles	↔	55%	Sewer services	↔	79%	NOT experiencing housing cost stress	↓↓	48%
	Affordable quality housing	↓↓	17%	Storm drainage	↔	50%	Did NOT observe a code violation	↔	45%
	Housing options	↓↓	26%	Power utility	↔	75%			
	Overall built environment	↔	63%	Utility billing	↔	57%			
	Public places	↔	76%	Land use, planning and zoning	↔	44%			
			Code enforcement	↔	45%				
			Cable television	↔	40%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

The National Citizen Survey™

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↔	55%	Economic development	↔	47%	Economy will have positive impact on income	↔	27%
	Shopping opportunities	↔	42%				Purchased goods or services in Paso Robles	↔	99%
	Employment opportunities	↔	23%				Work in Paso Robles	↔	46%
	Place to visit	↑	88%						
	Cost of living	↓	15%						
	Vibrant downtown area	↑↑	84%						
	Place to work	↔	56%						
Business and services	↔	63%							
Recreation and Wellness	Fitness opportunities	↔	67%	City parks	↔	85%	In very good to excellent health	↔	58%
	Recreational opportunities	↔	68%	Recreation centers	↔	63%	Used Paso Robles recreation centers	↔	55%
	Health care	↓	44%	Recreation programs	↔	75%	Visited a City park	↔	90%
	Food	↔	63%	Health services	↓	47%	Ate 5 portions of fruits and vegetables	↔	80%
	Mental health care	↓	27%				Participated in moderate or vigorous physical activity	↔	88%
	Health and wellness	↔	54%						
Preventive health services	↓	42%							
Education and Enrichment	K-12 education	↔	68%	Public libraries	↔	82%	Used Paso Robles public libraries	↔	59%
	Cultural/arts/music activities	↔	61%	Special events	↔	76%	Participated in religious or spiritual activities	↔	39%
	Child care/preschool	↓	30%				Attended a City-sponsored event	↑	73%
	Religious or spiritual events and activities	↔	77%						
	Adult education	↔	48%						
Overall education and enrichment	↓	52%							
Community Engagement	Opportunities to participate in community matters	↔	60%	Public information	↔	63%	Sense of community	↔	73%
	Opportunities to volunteer	↔	72%	Overall direction	↔	58%	Voted in local elections	↔	89%
	Openness and acceptance	↔	53%	Value of services for taxes paid	↔	43%	Talked to or visited with neighbors	↔	97%
	Social events and activities	↔	71%	Welcoming citizen involvement	↔	54%	Attended a local public meeting	↔	20%
	Neighborliness	↔	70%	Confidence in City government	↔	49%	Volunteered	↔	50%
				Acting in the best interest of Paso Robles	↔	48%	Participated in a club	↔	32%
				Being honest	↔	50%	Campaigned for an issue, cause or candidate	↔	28%
				Treating all residents fairly	↔	51%	Contacted Paso Robles elected officials	↔	21%
							Read or watched local news	↔	89%
						Done a favor for a neighbor	↔	85%	

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available



THE NCSTM
The National Citizen SurveyTM

Paso Robles, CA

Community Livability Report

2017



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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Paso Robles. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

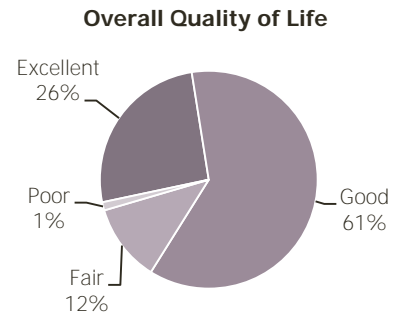
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 460 residents of the City of Paso Robles. The margin of error around any reported percentage is 5% for all respondents. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Paso Robles

Most residents (87%) rated the quality of life in Paso Robles as excellent or good which is similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated questions in each of the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings of a facet across the three pillars were higher than the benchmark, the color for the entire facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

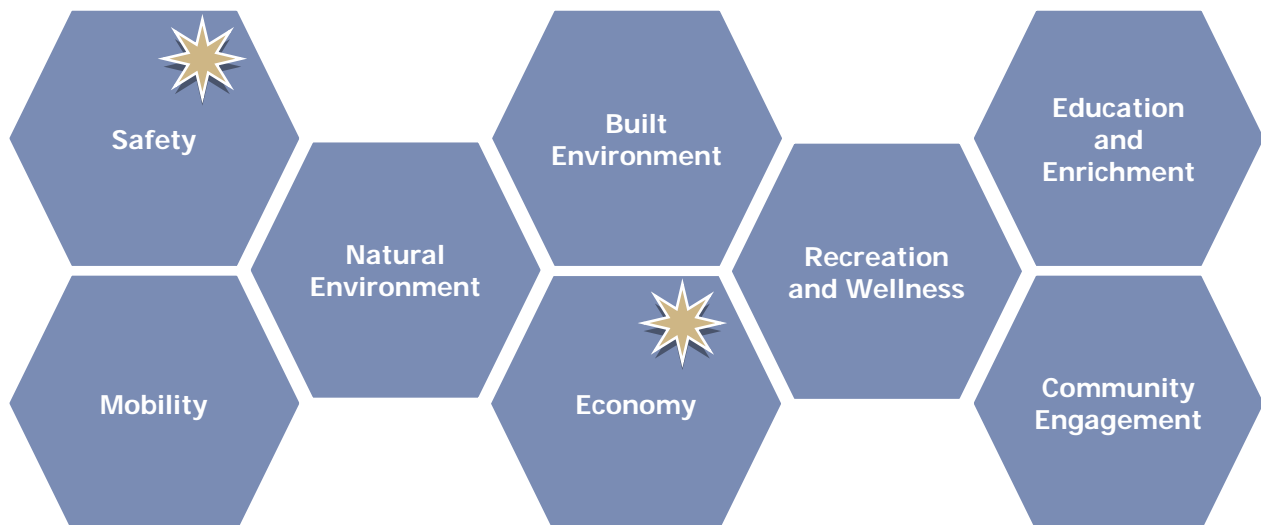
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Paso Robles community in the coming two years. These facets, as well as all other facets of community livability, received ratings similar to those given in other communities across the nation (shaded a blue between the extremes). This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Paso Robles’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



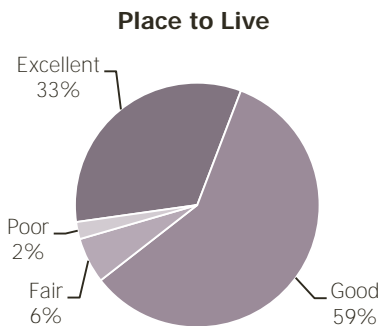
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Paso Robles, 92% rated the City as an excellent or good place to live. Respondents' ratings of Paso Robles as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Paso Robles as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Paso Robles and its overall appearance. All of these aspects of community livability were rated positively by about three-quarters of respondents or more and were similar to ratings given in other communities nationwide.

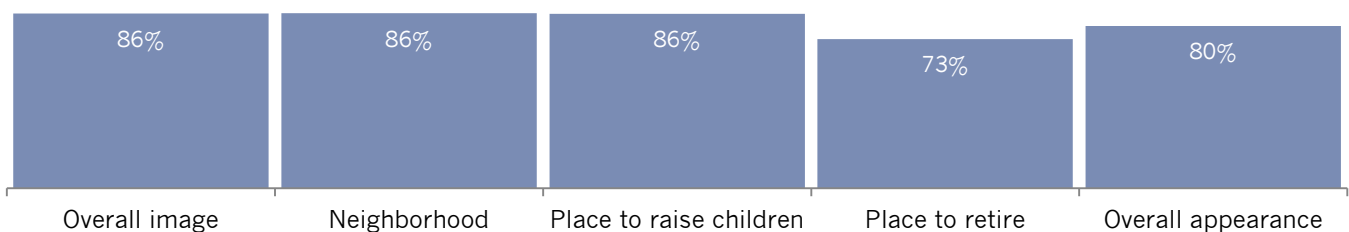
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Most community features received ratings similar to the national benchmark. In Safety, almost all residents gave positive reviews to the feeling of safety in their neighborhood and in Paso Robles' downtown/commercial area, which were on par with ratings given elsewhere; in Economy, at least 8 in 10 residents favorably rated the vibrant downtown area and Paso Robles as a place to visit, which were both higher than the national average. While most aspects of Mobility received marks similar to the benchmark, the rating for public parking was lower than ratings given in other communities. Evaluations related to affordability, including the availability of affordable quality housing, cost of living and availability of affordable quality child care, were also lower than seen in other communities across the nation. Finally, ratings within the facet of Recreation and Wellness revealed some challenges around several health care-related items.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



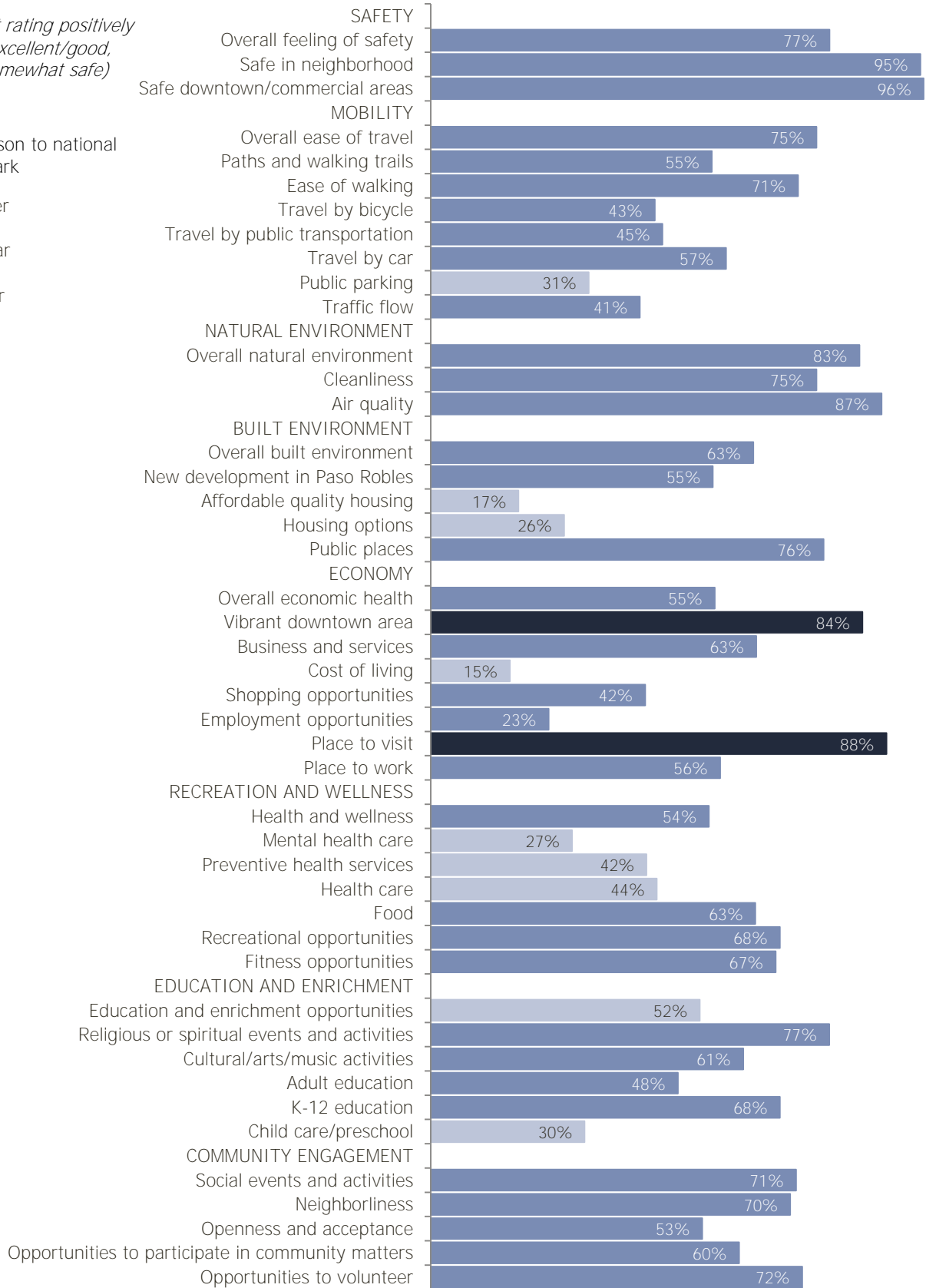
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

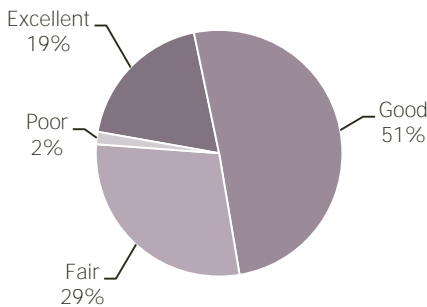
How well does the government of Paso Robles meet the needs and expectations of its residents?

The overall quality of the services provided by Paso Robles as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About 8 in 10 Paso Robles residents positively evaluated the overall quality of City services while one-third gave favorable marks to the services provided by the Federal Government; both of these ratings were similar to those given in other communities.

Survey respondents also rated various aspects of Paso Robles’s leadership and governance. About three-quarters of residents gave favorable ratings to the overall customer service provided by the City, similar to ratings in other communities. The remaining aspects of City government performance were positively rated by roughly half of residents and were also similar to ratings given in other jurisdictions across the country.

Respondents evaluated over 30 individual services and amenities available in Paso Robles. While ratings for services tended to vary across the different facets, most were similar to the national benchmark. At least three-quarters of survey respondents gave excellent or good marks to police, fire, ambulance/EMS, fire prevention, garbage collection, recycling, yard waste pick-up, sewer services, power utility, city parks, recreation programs, public libraries and City-sponsored special events. Ratings for emergency preparedness, street repair, street cleaning, drinking water and health services were lower than those given in other communities; all other service ratings were similar to the national average.

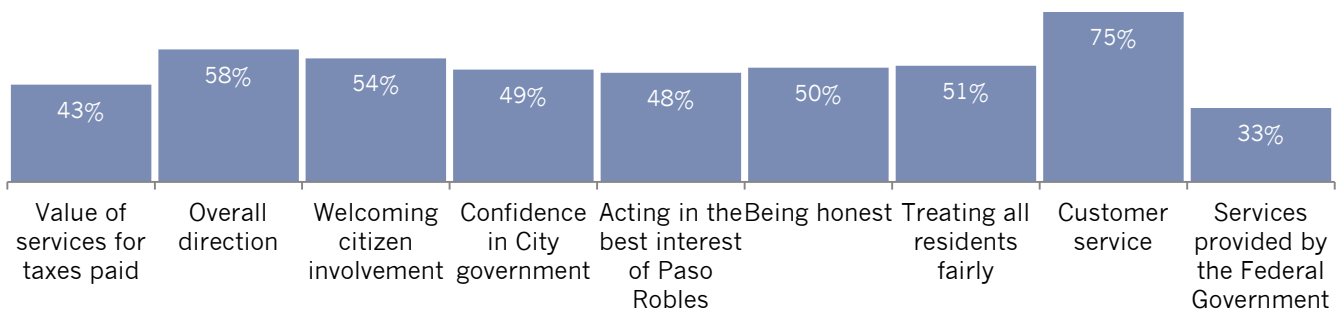
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



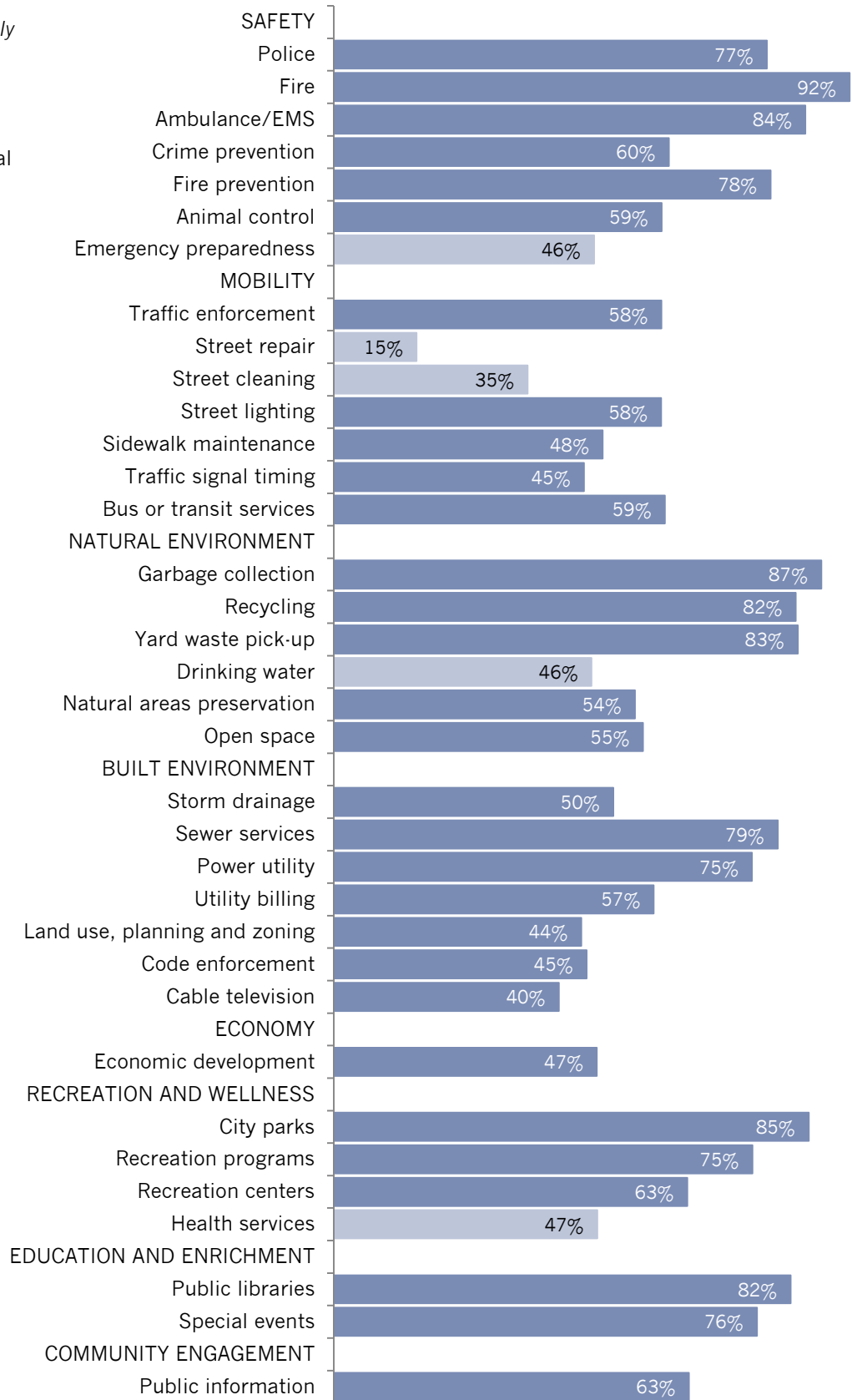
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

Are the residents of Paso Robles connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. About 7 in 10 residents gave favorable reviews to the sense of community in Paso Robles; further, about 9 in 10 would recommend living in the city to someone who asked and planned to remain in Paso Robles for the next five years. About half of residents had contacted the City in the 12 months prior to the survey. All of these ratings were similar to the ratings seen in other communities.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Participation rates varied widely across the different facets, making the benchmark comparison helpful for understanding the results.

Overall, Paso Robles residents participated in most activities at rates similar to those found in other communities across the country. For example, about 7 in 10 residents had not reported a crime and nearly 9 in 10 had not been the victim of a crime in the 12 months prior to the survey, on par with the rest of the country. Nearly all residents had conserved water and about three-quarters had attended a City-sponsored event; both of these levels were higher than seen elsewhere. However, more residents in Paso Robles were under housing cost stress than compared to other communities.

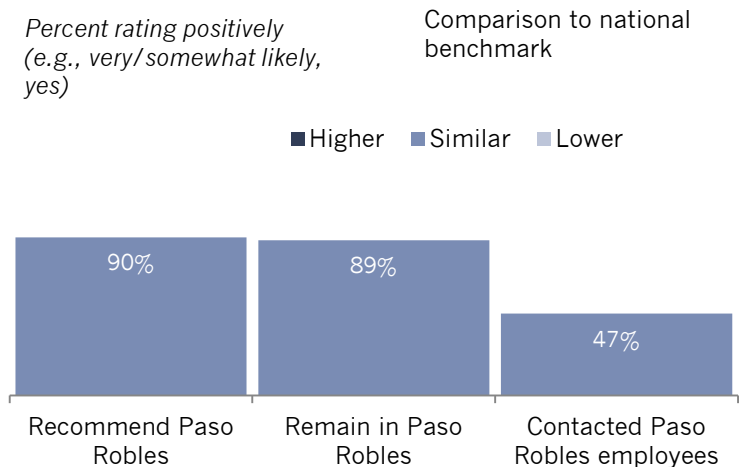
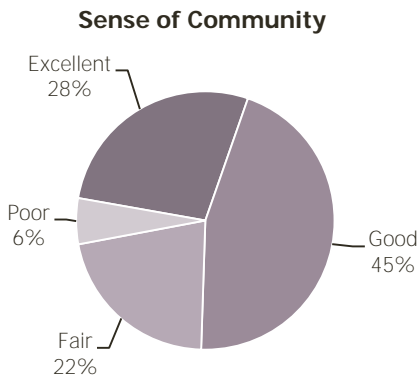
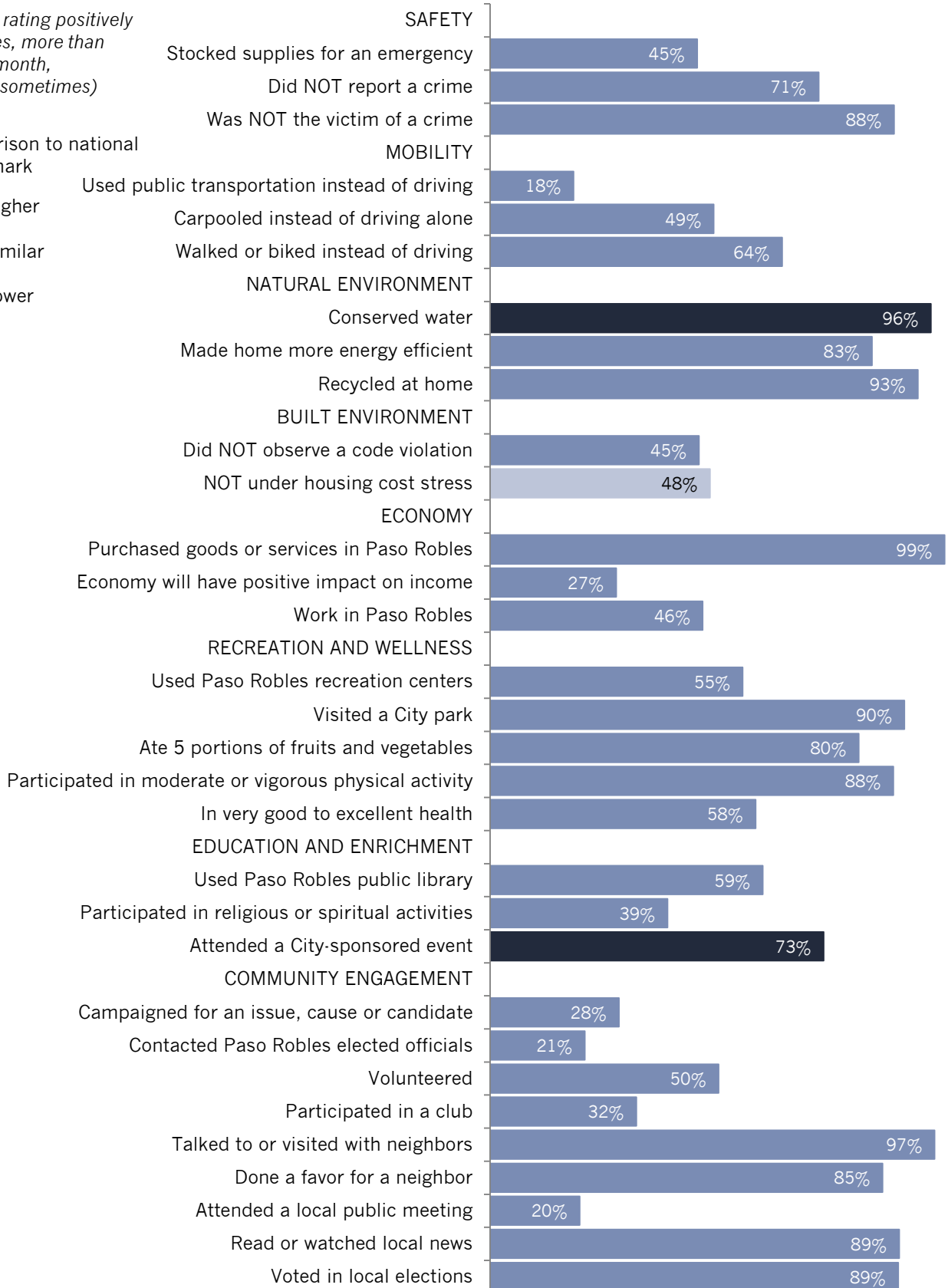


Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



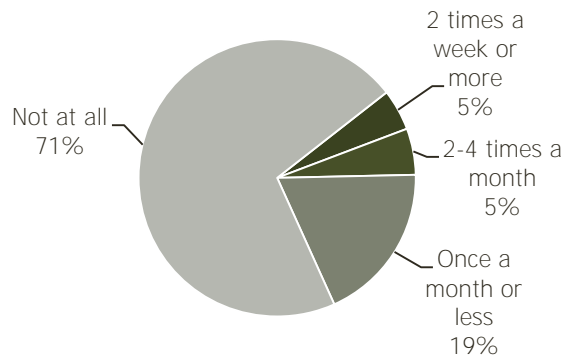
Special Topics

The City of Paso Robles included six questions of special interest on The NCS as well as one line addition to a standard question set. Topic areas included City priorities, feelings of safety in the city at night, a tax increase and retail/downtown development.

The line addition to a standard question asked residents to indicate how often, if at all, they had listened to a local public meeting. About 1 in 10 residents had listened to a meeting at least twice a month, 2 in 10 had listened at least once in the 12 months prior to the survey and 7 in 10 had not listened to any public meetings.

Figure 4: Addition to Question 9

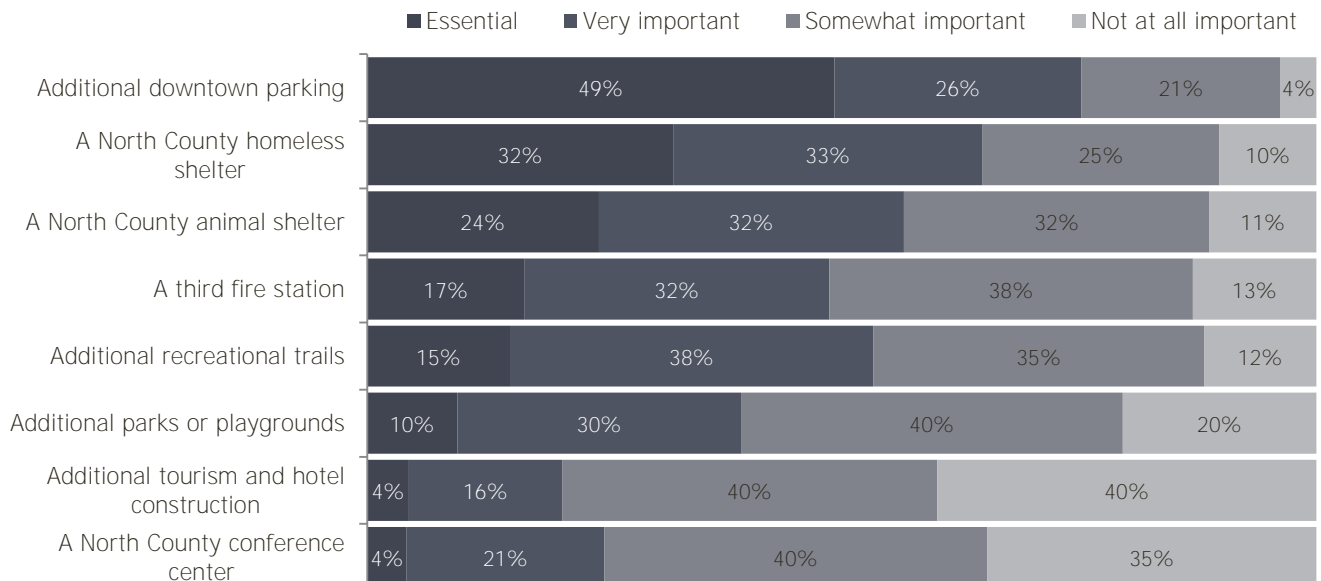
Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members listened to a local public meeting?



Thinking about City priorities in the next five years, about half of residents thought that additional downtown parking was essential and another one-quarter thought it was very important. Between half and two-thirds of residents thought a North County homeless shelter or animal shelter, a third fire station or additional recreational trails were essential or very important. Roughly 4 in 10 residents felt that additional tourism and hotel construction or a North County conference center were not at all important.

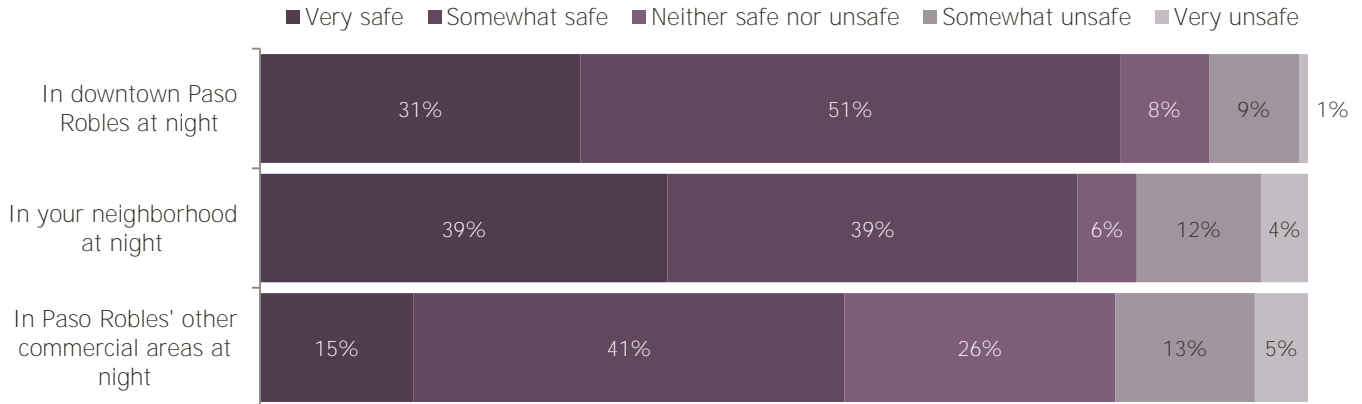
Figure 5: Five-Year City Priorities

Please rate how important, if at all, you think each of the following are for the City to focus on in the next five years:



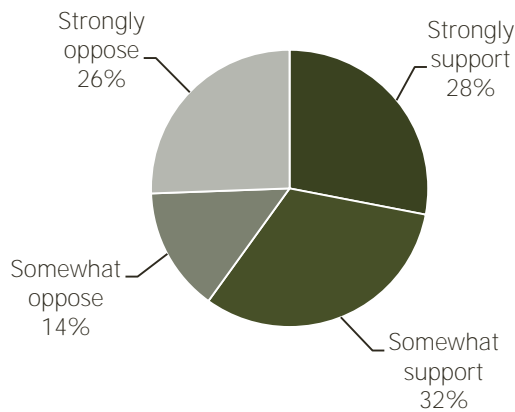
Residents were asked how safe or unsafe they felt in various locations around the city at night. About 8 in 10 residents reported feeling very or somewhat safe in downtown Paso Robles or in their neighborhood at night; roughly half felt safe in other commercial areas of the city at night, and another one-quarter felt neither safe nor unsafe.

Figure 6: Feelings of Safety at Night
Please rate how safe or unsafe you feel:



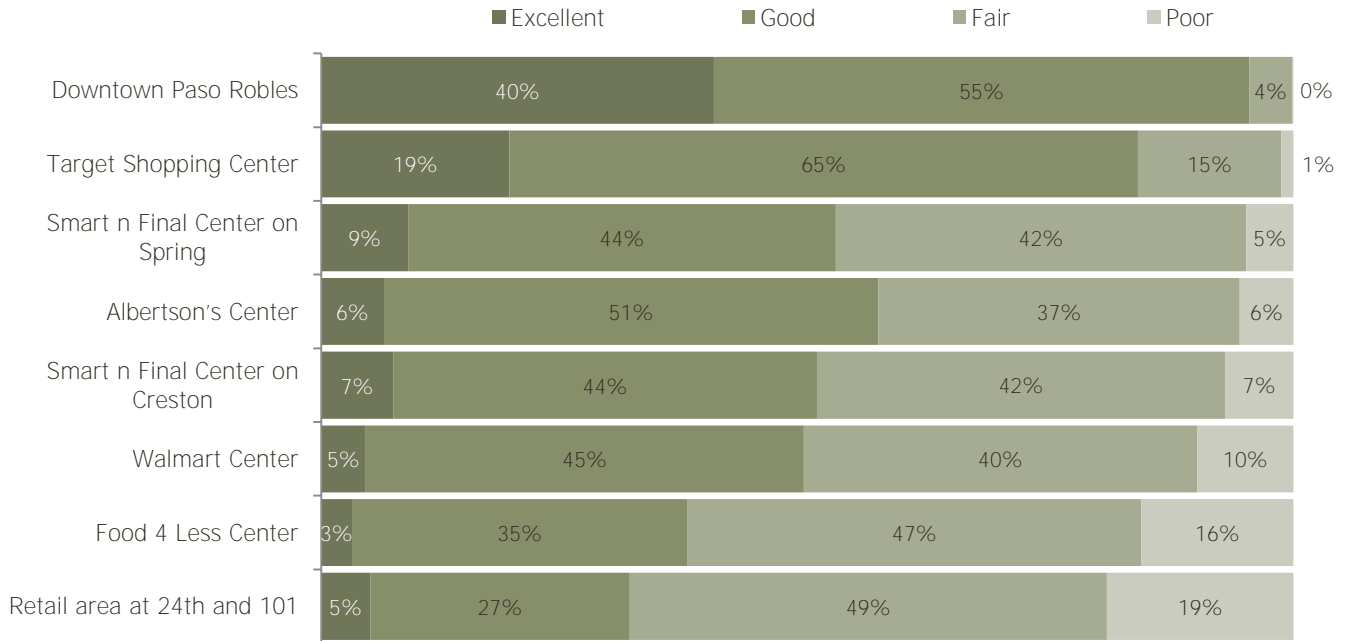
Residents indicated their support for or opposition to an increase in the local Supplemental Sales Tax for the purpose of accelerating street repairs. About 6 in 10 supported the tax increase while 4 in 10 opposed it but there were about as many residents who strongly supported the proposition as strongly opposed it.

Figure 7: Support for Sales Tax Increase for Street Repairs
To what extent would you support or oppose increasing the local Supplemental Sales Tax by 0.5% to accelerate street repairs? (Note: the sales tax rate decreased by 0.25% on 1/1/2017.)



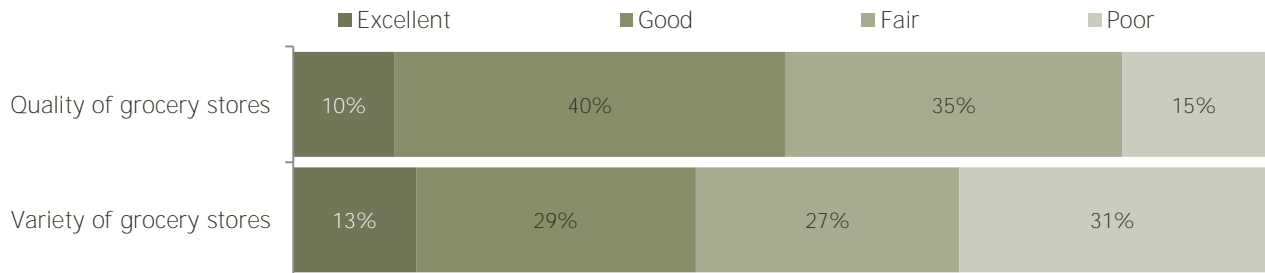
Survey respondents rated the appearance of several retail centers around the city. Almost all residents gave positive ratings to the appearance of downtown Paso Robles, and more than 8 in 10 were pleased with the Target Shopping Center. Roughly half of residents gave favorable marks to both Smart n Final Centers, the Albertson’s Center and the Walmart Center. Residents were least likely to positively rate the Food 4 Less Center and the retail area at 24th and 101, although about half gave each of these a fair rating.

Figure 8: Appearance of Retail Centers
Please rate the overall appearance of each of the following in Paso Robles:



About half of residents gave excellent or good ratings to the quality of grocery stores in the city; 35% gave it a fair rating and 15% rated grocery store quality as poor. Residents were less likely to favorably rate the variety of grocery stores in Paso Robles: about 4 in 10 gave this a positive evaluation, roughly over a quarter thought it was fair and another one-third felt it was poor.

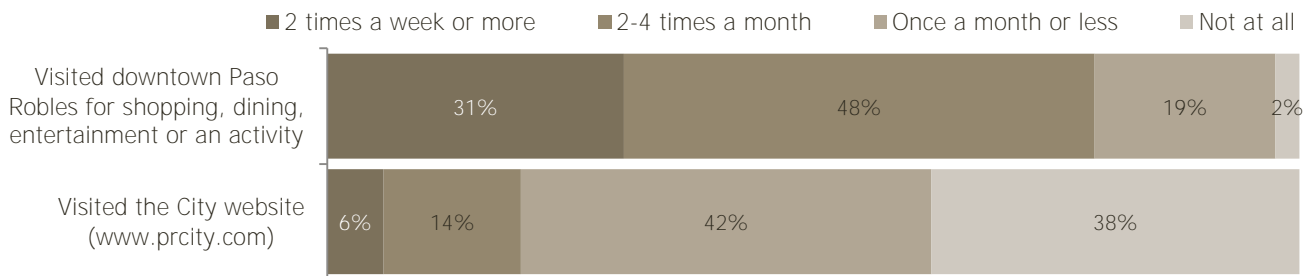
Figure 9: Aspects of Grocery Stores
Please rate the following aspects of grocery stores overall in Paso Robles:



The final special-interest question asked residents to indicate how often, if at all, they had visited downtown Paso Robles or visited the City website in the 12 months prior to the survey. About 8 in 10 residents had visited downtown at least twice a month and another 2 in 10 had visited downtown at least once during that time. By contrast, about 2 in 10 had visited the City website at least twice a month, 4 in 10 had gone to the website at least once per month and another 4 in 10 had not visited the website at all.

Figure 10: Frequency of Visiting Downtown or City Website

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?



Conclusions

Paso Robles residents enjoy a positive quality of life.

Most residents rated their quality of life positively in Paso Robles and think the city is an excellent or good place to live. At least 8 in 10 residents gave positive ratings to the overall image and overall appearance of the city, their neighborhood as a place to live and Paso Robles as a place to raise children. About 9 in 10 residents would recommend living in the city to someone who asked and planned to remain in Paso Robles for the next five years. These ratings were all similar to those observed elsewhere across the country.

Residents place a high priority on Safety.

Residents identified safety as an important aspect of livability for the Paso Robles community to focus on in the coming two years. At least three-quarters of residents gave positive ratings to the overall feeling of safety in Paso Robles, to feelings of safety in their neighborhoods and in the city's downtown/commercial areas, and to police, fire and ambulance/EMS services. However, about half of residents gave positive reviews to emergency preparedness, which was lower than the national average. When asked how safe or unsafe they felt in various locations around the city at night, about 8 in 10 residents reported feeling very or somewhat safe in downtown Paso Robles or in their neighborhood at night, and roughly half felt safe in other commercial areas of the city at night. Finally, thinking about City priorities in the next five years, between half and two-thirds of residents thought a North County homeless shelter or animal shelter or a third fire station were essential or very important.

Economy is important to residents and affordability is a challenge in Paso Robles.

Residents also see the economy as an important aspect of their quality of life. Ratings within this facet tended to be mixed. At least 8 in 10 residents favorably rated the vibrant downtown area and Paso Robles as a place to visit, which were both higher than the national average. Further, virtually all residents had purchased goods or services in the city. More residents in Paso Robles were under housing cost stress compared to other communities and other evaluations related to affordability, including the availability of affordable quality housing, cost of living and availability of affordable quality child care, were worse than seen in other communities across the nation.

When rating the appearance of several retail centers around the city, most residents gave positive ratings to the appearance of downtown Paso Robles and the Target Shopping Center. However, about half of residents or fewer gave favorable reviews to the appearance of the remaining retail centers. Thinking about their visits to downtown Paso Robles in the 12 months prior to the survey, about 8 in 10 residents had visited downtown at least twice a month and another 2 in 10 had visited downtown at least once during that time.

Mobility presents an area of opportunity for the City.

Most aspects of mobility in Paso Robles received ratings similar to the national average. However, roughly one-third of residents positively rated public parking and street cleaning, and less than 2 in 10 were pleased with street repair; these ratings were lower than those given in other communities. Thinking about City priorities in the next five years, the most frequently-cited priority was additional downtown parking; about half of residents thought that it was essential and another one-quarter thought it was very important. Finally, when asked to indicate their support for or opposition to an increase in the local Supplemental Sales Tax in order to accelerate street repairs, about 6 in 10 supported the tax increase while 4 in 10 opposed it with equal numbers strongly on either side of the issue. Thus, a campaign to approve the sales tax may be more contentious than the 60-40 split overall for support or opposition might suggest.

Health service ratings showed room for improvement.

Most aspects of Recreation and Wellness in Paso Robles were rated positively by at least half of respondents and were similar to the national comparison. However, ratings for health-related aspects of community tended to be lower. Within Community Characteristics, about 4 in 10 residents gave favorable evaluations to the availability of affordable quality health care and the availability of preventive health services, and about one-quarter gave positive marks to the availability of affordable quality mental health care. Further, within Governance, only about half of residents favorably rated health services. All of these ratings were lower than those given in communities elsewhere across the country and indicate another area of opportunity for the City to focus on in coming years.



THE NCSTM
The National Citizen SurveyTM

Paso Robles, CA

Technical Appendices
2017



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NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Paso Robles:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Paso Robles as a place to live	33%	N=141	59%	N=250	6%	N=26	2%	N=10	100%	N=427
Your neighborhood as a place to live	40%	N=173	46%	N=196	11%	N=46	3%	N=15	100%	N=429
Paso Robles as a place to raise children	34%	N=124	51%	N=185	11%	N=40	3%	N=12	100%	N=361
Paso Robles as a place to work	10%	N=35	47%	N=168	30%	N=108	14%	N=50	100%	N=362
Paso Robles as a place to visit	44%	N=184	44%	N=182	11%	N=45	1%	N=2	100%	N=413
Paso Robles as a place to retire	34%	N=126	39%	N=146	17%	N=64	9%	N=35	100%	N=370
The overall quality of life in Paso Robles	26%	N=110	61%	N=261	12%	N=49	1%	N=5	100%	N=425

Table 2: Question 2

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Paso Robles	24%	N=101	53%	N=224	22%	N=91	1%	N=4	100%	N=421
Overall ease of getting to the places you usually have to visit	22%	N=92	53%	N=223	19%	N=80	6%	N=26	100%	N=421
Quality of overall natural environment in Paso Robles	29%	N=120	54%	N=224	13%	N=53	4%	N=17	100%	N=414
Overall “built environment” of Paso Robles (including overall design, buildings, parks and transportation systems)	9%	N=39	53%	N=221	30%	N=125	7%	N=31	100%	N=416
Health and wellness opportunities in Paso Robles	10%	N=41	44%	N=173	39%	N=154	7%	N=28	100%	N=396
Overall opportunities for education and enrichment	9%	N=33	44%	N=165	38%	N=145	9%	N=35	100%	N=378
Overall economic health of Paso Robles	8%	N=31	47%	N=190	34%	N=138	11%	N=43	100%	N=403
Sense of community	28%	N=114	45%	N=186	22%	N=89	6%	N=24	100%	N=413
Overall image or reputation of Paso Robles	27%	N=114	59%	N=245	13%	N=55	1%	N=5	100%	N=420

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Paso Robles to someone who asks	49%	N=204	41%	N=172	7%	N=28	3%	N=13	100%	N=417
Remain in Paso Robles for the next five years	61%	N=251	28%	N=113	3%	N=12	8%	N=34	100%	N=411

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	64%	N=269	31%	N=131	3%	N=14	2%	N=7	0%	N=0	100%	N=421
In Paso Robles’ downtown/commercial areas during the day	66%	N=275	30%	N=123	3%	N=13	1%	N=5	0%	N=0	100%	N=417

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	3%	N=14	37%	N=156	43%	N=181	17%	N=70	100%	N=421
Ease of public parking	4%	N=15	27%	N=112	36%	N=150	33%	N=138	100%	N=415
Ease of travel by car in Paso Robles	11%	N=47	46%	N=191	34%	N=143	8%	N=35	100%	N=417
Ease of travel by public transportation in Paso Robles	6%	N=13	39%	N=89	33%	N=74	23%	N=51	100%	N=227
Ease of travel by bicycle in Paso Robles	3%	N=9	40%	N=115	44%	N=125	13%	N=37	100%	N=287
Ease of walking in Paso Robles	21%	N=87	50%	N=202	23%	N=93	6%	N=24	100%	N=406
Availability of paths and walking trails	15%	N=58	39%	N=149	30%	N=114	16%	N=60	100%	N=381
Air quality	27%	N=110	61%	N=252	11%	N=46	2%	N=6	100%	N=414
Cleanliness of Paso Robles	20%	N=86	54%	N=230	23%	N=98	2%	N=9	100%	N=422
Overall appearance of Paso Robles	23%	N=98	56%	N=237	19%	N=80	1%	N=6	100%	N=420
Public places where people want to spend time	20%	N=81	57%	N=234	21%	N=87	3%	N=12	100%	N=413
Variety of housing options	2%	N=6	24%	N=93	35%	N=134	39%	N=152	100%	N=385
Availability of affordable quality housing	2%	N=9	15%	N=56	26%	N=101	57%	N=217	100%	N=383
Fitness opportunities (including exercise classes and paths or trails, etc.)	16%	N=64	51%	N=203	27%	N=108	6%	N=24	100%	N=400
Recreational opportunities	13%	N=51	55%	N=220	26%	N=103	6%	N=26	100%	N=400
Availability of affordable quality food	19%	N=80	44%	N=184	24%	N=102	13%	N=53	100%	N=419
Availability of affordable quality health care	7%	N=27	37%	N=140	41%	N=156	15%	N=58	100%	N=381
Availability of preventive health services	8%	N=27	34%	N=121	45%	N=161	13%	N=45	100%	N=353
Availability of affordable quality mental health care	7%	N=16	21%	N=50	31%	N=75	41%	N=100	100%	N=241

Table 6: Question 6

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	4%	N=8	26%	N=48	51%	N=96	19%	N=36	100%	N=188
K-12 education	15%	N=39	53%	N=139	26%	N=68	6%	N=16	100%	N=263
Adult educational opportunities	10%	N=27	38%	N=106	43%	N=119	9%	N=26	100%	N=279
Opportunities to attend cultural/arts/music activities	23%	N=89	37%	N=143	33%	N=125	7%	N=25	100%	N=382
Opportunities to participate in religious or spiritual events and activities	27%	N=86	50%	N=157	21%	N=66	2%	N=5	100%	N=314
Employment opportunities	2%	N=5	21%	N=72	45%	N=153	32%	N=107	100%	N=337
Shopping opportunities	7%	N=27	35%	N=146	38%	N=157	21%	N=86	100%	N=418
Cost of living in Paso Robles	1%	N=4	14%	N=59	45%	N=186	39%	N=160	100%	N=409
Overall quality of business and service establishments in Paso Robles	13%	N=52	51%	N=210	35%	N=147	1%	N=6	100%	N=415
Vibrant downtown area	36%	N=148	48%	N=198	14%	N=58	2%	N=9	100%	N=412
Overall quality of new development in Paso Robles	11%	N=39	44%	N=164	35%	N=128	11%	N=40	100%	N=371
Opportunities to participate in social events and activities	20%	N=76	51%	N=197	27%	N=105	2%	N=7	100%	N=386
Opportunities to volunteer	25%	N=84	47%	N=155	25%	N=82	3%	N=11	100%	N=333
Opportunities to participate in community matters	18%	N=63	41%	N=142	36%	N=123	4%	N=15	100%	N=343
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=45	40%	N=148	30%	N=110	17%	N=64	100%	N=366
Neighborliness of residents in Paso Robles	18%	N=74	51%	N=205	26%	N=105	4%	N=16	100%	N=400

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=17	96%	N=401	100%	N=418
Made efforts to make your home more energy efficient	17%	N=70	83%	N=344	100%	N=414
Observed a code violation or other hazard in Paso Robles (weeds, abandoned buildings, etc.)	45%	N=188	55%	N=226	100%	N=415
Household member was a victim of a crime in Paso Robles	88%	N=364	12%	N=50	100%	N=414
Reported a crime to the police in Paso Robles	71%	N=298	29%	N=119	100%	N=416
Stocked supplies in preparation for an emergency	55%	N=227	45%	N=186	100%	N=413
Campaigned or advocated for an issue, cause or candidate	72%	N=300	28%	N=117	100%	N=416
Contacted the City of Paso Robles (in-person, phone, email or web) for help or information	53%	N=222	47%	N=195	100%	N=416
Contacted Paso Robles elected officials (in-person, phone, email or web) to express your opinion	79%	N=330	21%	N=86	100%	N=415

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Paso Robles recreation centers or their services	7%	N=29	16%	N=67	32%	N=131	45%	N=186	100%	N=413
Visited a neighborhood park or City park	24%	N=98	33%	N=136	34%	N=140	10%	N=41	100%	N=415
Used Paso Robles public library or its services	7%	N=30	17%	N=72	35%	N=144	41%	N=169	100%	N=415
Participated in religious or spiritual activities in Paso Robles	13%	N=55	9%	N=39	16%	N=67	61%	N=255	100%	N=416
Attended a City-sponsored event	1%	N=3	12%	N=50	60%	N=249	27%	N=114	100%	N=416
Used bus, rail, subway or other public transportation instead of driving	6%	N=23	3%	N=11	10%	N=40	82%	N=334	100%	N=408
Carpooled with other adults or children instead of driving alone	16%	N=65	12%	N=49	21%	N=89	51%	N=214	100%	N=416
Walked or biked instead of driving	16%	N=65	20%	N=82	28%	N=117	36%	N=152	100%	N=416
Volunteered your time to some group/activity in Paso Robles	10%	N=40	11%	N=46	29%	N=120	50%	N=209	100%	N=416
Participated in a club	7%	N=31	10%	N=40	15%	N=61	68%	N=282	100%	N=414
Talked to or visited with your immediate neighbors	45%	N=185	34%	N=139	19%	N=77	3%	N=14	100%	N=416
Done a favor for a neighbor	20%	N=84	30%	N=124	35%	N=147	15%	N=61	100%	N=416

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	3%	N=14	16%	N=64	80%	N=324	100%	N=403
Listened (on radio or streaming) to a local public meeting	5%	N=20	5%	N=22	19%	N=77	71%	N=294	100%	N=413

Table 10: Question 10

Please rate the quality of each of the following services in Paso Robles:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	24%	N=86	53%	N=191	16%	N=56	7%	N=25	100%	N=359
Fire services	42%	N=137	51%	N=166	7%	N=23	1%	N=3	100%	N=329
Ambulance or emergency medical services	38%	N=111	46%	N=132	11%	N=31	5%	N=14	100%	N=289
Crime prevention	12%	N=39	48%	N=152	27%	N=86	13%	N=42	100%	N=319
Fire prevention and education	24%	N=70	54%	N=157	19%	N=57	3%	N=8	100%	N=291
Traffic enforcement	9%	N=32	49%	N=172	25%	N=87	16%	N=58	100%	N=349

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Please rate the quality of each of the following services in Paso Robles:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Street repair	2%	N=7	13%	N=51	35%	N=138	50%	N=197	100%	N=393
Street cleaning	6%	N=22	29%	N=109	37%	N=139	29%	N=109	100%	N=379
Street lighting	11%	N=43	48%	N=188	25%	N=97	17%	N=67	100%	N=395
Sidewalk maintenance	7%	N=28	41%	N=161	31%	N=121	21%	N=85	100%	N=395
Traffic signal timing	6%	N=22	39%	N=154	30%	N=116	26%	N=102	100%	N=394
Bus or transit services	16%	N=32	43%	N=87	27%	N=55	13%	N=27	100%	N=201
Garbage collection	35%	N=137	52%	N=207	11%	N=45	2%	N=6	100%	N=395
Recycling	27%	N=106	55%	N=213	12%	N=46	6%	N=22	100%	N=388
Yard waste pick-up	32%	N=114	51%	N=183	16%	N=58	1%	N=4	100%	N=360
Storm drainage	9%	N=29	41%	N=142	35%	N=119	15%	N=52	100%	N=342
Drinking water	10%	N=37	36%	N=139	35%	N=135	19%	N=72	100%	N=382
Sewer services	21%	N=77	58%	N=212	19%	N=71	1%	N=5	100%	N=365
Power (electric and/or gas) utility	23%	N=90	52%	N=203	21%	N=83	4%	N=16	100%	N=392
Utility billing	14%	N=53	43%	N=169	31%	N=122	12%	N=45	100%	N=389
City parks	27%	N=106	57%	N=223	15%	N=59	0%	N=1	100%	N=388
Recreation programs or classes	18%	N=47	57%	N=151	21%	N=55	5%	N=12	100%	N=265
Recreation centers or facilities	15%	N=43	48%	N=136	31%	N=88	6%	N=16	100%	N=284
Land use, planning and zoning	4%	N=11	40%	N=114	32%	N=91	24%	N=67	100%	N=283
Code enforcement (weeds, temporary signs, vehicle parking, etc.)	8%	N=26	37%	N=126	37%	N=125	18%	N=59	100%	N=337
Animal control	9%	N=25	50%	N=140	29%	N=82	12%	N=35	100%	N=282
Economic development	2%	N=5	45%	N=136	37%	N=110	16%	N=49	100%	N=300
Health services	9%	N=27	38%	N=119	43%	N=135	10%	N=30	100%	N=311
Public library services	37%	N=120	44%	N=141	18%	N=58	0%	N=1	100%	N=320
Public information services	13%	N=40	50%	N=151	33%	N=99	4%	N=12	100%	N=302
Cable television	10%	N=28	30%	N=83	37%	N=103	23%	N=62	100%	N=276
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=24	37%	N=96	35%	N=91	18%	N=48	100%	N=259
Preservation of natural areas such as open space, vineyards and Salinas River	10%	N=35	44%	N=152	32%	N=111	14%	N=50	100%	N=348
Paso Robles open space	11%	N=36	44%	N=149	35%	N=117	10%	N=34	100%	N=336
City-sponsored special events	23%	N=74	53%	N=174	20%	N=65	5%	N=15	100%	N=329
Overall customer service by Paso Robles employees (police, receptionists, planners, etc.)	20%	N=70	55%	N=196	17%	N=62	8%	N=29	100%	N=357

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Paso Robles	19%	N=75	51%	N=200	29%	N=114	2%	N=6	100%	N=394
The Federal Government	6%	N=19	27%	N=91	43%	N=147	24%	N=82	100%	N=340

Table 12: Question 12

Please rate the following categories of Paso Robles government performance:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Paso Robles	4%	N=14	39%	N=143	40%	N=145	18%	N=65	100%	N=367
The overall direction that Paso Robles is taking	8%	N=29	50%	N=185	27%	N=98	15%	N=56	100%	N=368
The job Paso Robles government does at welcoming citizen involvement	7%	N=20	47%	N=141	31%	N=93	15%	N=43	100%	N=297

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Please rate the following categories of Paso Robles government performance:	Excellent		Good		Fair		Poor		Total	
Overall confidence in Paso Robles government	4%	N=15	45%	N=161	29%	N=105	21%	N=76	100%	N=356
Generally acting in the best interest of the community	7%	N=26	41%	N=144	31%	N=111	21%	N=73	100%	N=354
Being honest	9%	N=30	41%	N=135	31%	N=100	19%	N=63	100%	N=328
Treating all residents fairly	6%	N=21	45%	N=150	28%	N=94	21%	N=71	100%	N=336

Table 13: Question 13

Please rate how important, if at all, you think it is for the Paso Robles community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Paso Robles	51%	N=210	39%	N=159	10%	N=39	0%	N=1	100%	N=408
Overall ease of getting to the places you usually have to visit	25%	N=103	54%	N=222	20%	N=81	0%	N=2	100%	N=407
Quality of overall natural environment in Paso Robles	37%	N=151	46%	N=188	16%	N=65	0%	N=2	100%	N=405
Overall "built environment" of Paso Robles (including overall design, buildings, parks and transportation systems)	25%	N=102	52%	N=212	21%	N=86	2%	N=7	100%	N=407
Health and wellness opportunities in Paso Robles	29%	N=119	49%	N=199	19%	N=78	3%	N=10	100%	N=407
Overall opportunities for education and enrichment	32%	N=129	48%	N=195	19%	N=76	1%	N=3	100%	N=403
Overall economic health of Paso Robles	52%	N=210	40%	N=164	7%	N=30	0%	N=2	100%	N=405
Sense of community	35%	N=140	49%	N=199	15%	N=62	1%	N=3	100%	N=405

Table 14: Question 14

Please rate how important, if at all, you think each of the following are for the City to focus on in the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
A North County homeless shelter	32%	N=131	33%	N=133	25%	N=102	10%	N=42	100%	N=407
A North County animal shelter	24%	N=100	32%	N=131	32%	N=131	11%	N=46	100%	N=408
A North County conference center	4%	N=17	21%	N=85	40%	N=164	35%	N=141	100%	N=406
A third fire station	17%	N=67	32%	N=130	38%	N=155	13%	N=53	100%	N=404
Additional parks or playgrounds	10%	N=39	30%	N=122	40%	N=164	20%	N=83	100%	N=407
Additional recreational trails	15%	N=61	38%	N=155	35%	N=141	12%	N=48	100%	N=404
Additional downtown parking	49%	N=200	26%	N=106	21%	N=85	4%	N=15	100%	N=407
Additional tourism and hotel construction	4%	N=18	16%	N=65	40%	N=160	40%	N=162	100%	N=405

Table 15: Question 15

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood at night	39%	N=159	39%	N=160	6%	N=23	12%	N=48	4%	N=18	100%	N=409
In downtown Paso Robles at night	31%	N=120	51%	N=203	8%	N=33	9%	N=34	1%	N=3	100%	N=394
In Paso Robles' other commercial areas at night	15%	N=53	41%	N=149	26%	N=94	13%	N=48	5%	N=18	100%	N=363

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Table 16: Question 16

To what extent would you support or oppose increasing the local Supplemental Sales Tax by 0.5% to accelerate street repairs? (Note: the sales tax rate decreased by 0.25% on 1/1/2017.)	Percent	Number
Strongly support	28%	N=105
Somewhat support	32%	N=119
Somewhat oppose	14%	N=54
Strongly oppose	26%	N=96
Total	100%	N=374

Table 17: Question 17

Please rate the overall appearance of each of the following in Paso Robles:	Excellent		Good		Fair		Poor		Total	
Downtown Paso Robles	40%	N=164	55%	N=224	4%	N=18	0%	N=1	100%	N=407
Albertson's Center	6%	N=26	51%	N=207	37%	N=151	6%	N=23	100%	N=406
Walmart Center	5%	N=19	45%	N=183	40%	N=165	10%	N=40	100%	N=407
Food 4 Less Center	3%	N=13	35%	N=136	47%	N=184	16%	N=62	100%	N=395
Smart n Final Center on Creston	7%	N=29	44%	N=170	42%	N=163	7%	N=27	100%	N=389
Smart n Final Center on Spring	9%	N=33	44%	N=163	42%	N=156	5%	N=18	100%	N=371
Target Shopping Center	19%	N=78	65%	N=259	15%	N=59	1%	N=5	100%	N=401
Retail area at 24th and 101	5%	N=20	27%	N=104	49%	N=191	19%	N=75	100%	N=390

Table 18: Question 18

Please rate the following aspects of grocery stores overall in Paso Robles:	Excellent		Good		Fair		Poor		Total	
Variety of grocery stores	13%	N=51	29%	N=117	27%	N=111	31%	N=128	100%	N=408
Quality of grocery stores	10%	N=42	40%	N=163	35%	N=141	15%	N=60	100%	N=406

Table 19: Question 19

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Visited downtown Paso Robles for shopping, dining, entertainment or an activity	31%	N=124	48%	N=198	19%	N=76	2%	N=10	100%	N=408
Visited the City website (www.prcity.com)	6%	N=24	14%	N=58	42%	N=172	38%	N=154	100%	N=408

Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=15	3%	N=13	4%	N=17	16%	N=66	73%	N=294	100%	N=405
Purchase goods or services from a business located in Paso Robles	0%	N=1	1%	N=4	13%	N=54	62%	N=249	24%	N=96	100%	N=404
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	18%	N=71	42%	N=167	26%	N=105	12%	N=50	100%	N=401
Participate in moderate or vigorous physical activity	1%	N=4	11%	N=46	37%	N=147	35%	N=139	16%	N=66	100%	N=403
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	10%	N=41	19%	N=77	31%	N=127	39%	N=157	100%	N=405
Vote in local elections	6%	N=23	6%	N=23	6%	N=23	18%	N=75	65%	N=263	100%	N=406

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Table 21: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=56
Very good	44%	N=178
Good	36%	N=144
Fair	6%	N=23
Poor	1%	N=4
Total	100%	N=405

Table 22: Question D3

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	Number
Very positive	6%	N=23
Somewhat positive	22%	N=88
Neutral	52%	N=207
Somewhat negative	19%	N=76
Very negative	2%	N=9
Total	100%	N=402

Table 23: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=240
Working part time for pay	10%	N=41
Unemployed, looking for paid work	5%	N=19
Unemployed, not looking for paid work	1%	N=4
Fully retired	25%	N=101
Total	100%	N=405

Table 24: Question D5

Do you work inside the boundaries of Paso Robles?	Percent	Number
Yes, outside the home	40%	N=160
Yes, from home	6%	N=23
No	54%	N=212
Total	100%	N=395

Table 25: Question D6

How many years have you lived in Paso Robles?	Percent	Number
Less than 2 years	10%	N=39
2 to 5 years	15%	N=61
6 to 10 years	19%	N=76
11 to 20 years	28%	N=114
More than 20 years	29%	N=117
Total	100%	N=407

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Table 26: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	71%	N=289
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=105
Mobile home	1%	N=5
Other	2%	N=9
Total	100%	N=407

Table 27: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	35%	N=141
Owned	65%	N=261
Total	100%	N=402

Table 28: Question D9

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)?	Percent	Number
Less than \$300 per month	2%	N=8
\$300 to \$599 per month	7%	N=29
\$600 to \$999 per month	11%	N=42
\$1,000 to \$1,499 per month	20%	N=80
\$1,500 to \$2,499 per month	40%	N=159
\$2,500 or more per month	19%	N=75
Total	100%	N=394

Table 29: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	69%	N=279
Yes	31%	N=127
Total	100%	N=406

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=296
Yes	27%	N=108
Total	100%	N=404

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Table 31: Question D12

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	Number
Less than \$25,000	12%	N=46
\$25,000 to \$49,999	20%	N=76
\$50,000 to \$99,999	34%	N=130
\$100,000 to \$149,999	19%	N=73
\$150,000 or more	15%	N=55
Total	100%	N=380

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=317
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=82
Total	100%	N=398

Table 33: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=16
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	0%	N=2
White	86%	N=344
Other	11%	N=44

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

Table 34: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=16
25 to 34 years	23%	N=91
35 to 44 years	17%	N=68
45 to 54 years	20%	N=82
55 to 64 years	14%	N=56
65 to 74 years	15%	N=62
75 years or older	7%	N=29
Total	100%	N=404

Table 35: Question D16

What is your sex?	Percent	Number
Female	54%	N=217
Male	46%	N=185
Total	100%	N=401

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Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=324
Land line	10%	N=40
Both	10%	N=40
Total	100%	N=405

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Paso Robles:	Excellent		Good		Fair		Poor		Don't know		Total	
Paso Robles as a place to live	33%	N=141	59%	N=250	6%	N=26	2%	N=10	0%	N=0	100%	N=427
Your neighborhood as a place to live	40%	N=173	46%	N=196	11%	N=46	3%	N=15	0%	N=0	100%	N=429
Paso Robles as a place to raise children	29%	N=124	44%	N=185	9%	N=40	3%	N=12	15%	N=62	100%	N=422
Paso Robles as a place to work	8%	N=35	40%	N=168	26%	N=108	12%	N=50	14%	N=60	100%	N=421
Paso Robles as a place to visit	44%	N=184	43%	N=182	11%	N=45	1%	N=2	2%	N=8	100%	N=421
Paso Robles as a place to retire	30%	N=126	34%	N=146	15%	N=64	8%	N=35	12%	N=53	100%	N=423
The overall quality of life in Paso Robles	26%	N=110	61%	N=261	12%	N=49	1%	N=5	0%	N=0	100%	N=425

Table 38: Question 2

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Paso Robles	24%	N=101	53%	N=224	22%	N=91	1%	N=4	0%	N=0	100%	N=421
Overall ease of getting to the places you usually have to visit	22%	N=92	53%	N=223	19%	N=80	6%	N=26	0%	N=0	100%	N=421
Quality of overall natural environment in Paso Robles	28%	N=120	53%	N=224	13%	N=53	4%	N=17	2%	N=9	100%	N=423
Overall “built environment” of Paso Robles (including overall design, buildings, parks and transportation systems)	9%	N=39	52%	N=221	29%	N=125	7%	N=31	2%	N=9	100%	N=425
Health and wellness opportunities in Paso Robles	10%	N=41	41%	N=173	37%	N=154	7%	N=28	6%	N=26	100%	N=422
Overall opportunities for education and enrichment	8%	N=33	39%	N=165	34%	N=145	8%	N=35	11%	N=47	100%	N=425
Overall economic health of Paso Robles	7%	N=31	45%	N=190	32%	N=138	10%	N=43	5%	N=22	100%	N=425
Sense of community	27%	N=114	44%	N=186	21%	N=89	6%	N=24	3%	N=11	100%	N=423
Overall image or reputation of Paso Robles	27%	N=114	58%	N=245	13%	N=55	1%	N=5	1%	N=5	100%	N=425

Table 39: Question 3

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 Paso Robles to someone who asks	48%	N=204	41%	N=172	7%	N=28	3%	N=13	1%	N=6	100%	N=422
Remain in Paso Robles for the next five years	60%	N=251	27%	N=113	3%	N=12	8%	N=34	3%	N=11	100%	N=422

Table 40: Question 4

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	64%	N=269	31%	N=131	3%	N=14	2%	N=7	0%	N=0	0%	N=0	100%	N=421
In Paso Robles’ downtown/commercial areas during the day	65%	N=275	29%	N=123	3%	N=13	1%	N=5	0%	N=0	1%	N=3	100%	N=420

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Table 41: Question 5

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	3%	N=14	37%	N=156	43%	N=181	17%	N=70	0%	N=0	100%	N=422
Ease of public parking	4%	N=15	27%	N=112	36%	N=150	33%	N=138	1%	N=5	100%	N=421
Ease of travel by car in Paso Robles	11%	N=47	46%	N=191	34%	N=143	8%	N=35	1%	N=3	100%	N=419
Ease of travel by public transportation in Paso Robles	3%	N=13	21%	N=89	18%	N=74	12%	N=51	46%	N=192	100%	N=419
Ease of travel by bicycle in Paso Robles	2%	N=9	27%	N=115	30%	N=125	9%	N=37	32%	N=135	100%	N=422
Ease of walking in Paso Robles	21%	N=87	48%	N=202	22%	N=93	6%	N=24	4%	N=16	100%	N=422
Availability of paths and walking trails	14%	N=58	35%	N=149	27%	N=114	14%	N=60	10%	N=41	100%	N=422
Air quality	26%	N=110	60%	N=252	11%	N=46	1%	N=6	2%	N=7	100%	N=421
Cleanliness of Paso Robles	20%	N=86	54%	N=230	23%	N=98	2%	N=9	0%	N=0	100%	N=422
Overall appearance of Paso Robles	23%	N=98	56%	N=237	19%	N=80	1%	N=6	0%	N=2	100%	N=422
Public places where people want to spend time	19%	N=81	55%	N=234	21%	N=87	3%	N=12	2%	N=9	100%	N=422
Variety of housing options	2%	N=6	22%	N=93	32%	N=134	36%	N=152	9%	N=37	100%	N=422
Availability of affordable quality housing	2%	N=9	13%	N=56	24%	N=101	51%	N=217	9%	N=39	100%	N=422
Fitness opportunities (including exercise classes and paths or trails, etc.)	15%	N=64	48%	N=203	26%	N=108	6%	N=24	5%	N=23	100%	N=422
Recreational opportunities	12%	N=51	52%	N=220	24%	N=103	6%	N=26	5%	N=23	100%	N=423
Availability of affordable quality food	19%	N=80	44%	N=184	24%	N=102	13%	N=53	1%	N=2	100%	N=421
Availability of affordable quality health care	7%	N=27	33%	N=140	37%	N=156	14%	N=58	9%	N=37	100%	N=418
Availability of preventive health services	6%	N=27	29%	N=121	38%	N=161	11%	N=45	16%	N=69	100%	N=422
Availability of affordable quality mental health care	4%	N=16	12%	N=50	18%	N=75	24%	N=100	43%	N=179	100%	N=420

Table 42: Question 6

Please rate each of the following characteristics as they relate to Paso Robles as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	2%	N=8	12%	N=48	23%	N=96	9%	N=36	54%	N=225	100%	N=414
K-12 education	9%	N=39	33%	N=139	16%	N=68	4%	N=16	37%	N=152	100%	N=415
Adult educational opportunities	7%	N=27	26%	N=106	29%	N=119	6%	N=26	32%	N=132	100%	N=411
Opportunities to attend cultural/arts/music activities	22%	N=89	35%	N=143	30%	N=125	6%	N=25	7%	N=30	100%	N=413
Opportunities to participate in religious or spiritual events and activities	21%	N=86	38%	N=157	16%	N=66	1%	N=5	25%	N=102	100%	N=416
Employment opportunities	1%	N=5	17%	N=72	37%	N=153	26%	N=107	19%	N=79	100%	N=416
Shopping opportunities	7%	N=27	35%	N=146	38%	N=157	21%	N=86	0%	N=0	100%	N=418
Cost of living in Paso Robles	1%	N=4	14%	N=59	45%	N=186	39%	N=160	1%	N=2	100%	N=411
Overall quality of business and service establishments in Paso Robles	13%	N=52	50%	N=210	35%	N=147	1%	N=6	0%	N=2	100%	N=417
Vibrant downtown area	35%	N=148	47%	N=198	14%	N=58	2%	N=9	1%	N=4	100%	N=417
Overall quality of new development in Paso Robles	9%	N=39	39%	N=164	31%	N=128	10%	N=40	11%	N=46	100%	N=417
Opportunities to participate in social events and activities	18%	N=76	47%	N=197	25%	N=105	2%	N=7	8%	N=32	100%	N=417
Opportunities to volunteer	20%	N=84	37%	N=155	20%	N=82	3%	N=11	20%	N=82	100%	N=415
Opportunities to participate in community matters	15%	N=63	34%	N=142	30%	N=123	4%	N=15	17%	N=72	100%	N=415
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=45	35%	N=148	26%	N=110	15%	N=64	12%	N=51	100%	N=417
Neighborliness of residents in Paso Robles	18%	N=74	49%	N=205	25%	N=105	4%	N=16	4%	N=18	100%	N=418

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Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	4%	N=17	96%	N=401	100%	N=418
Made efforts to make your home more energy efficient	17%	N=70	83%	N=344	100%	N=414
Observed a code violation or other hazard in Paso Robles (weeds, abandoned buildings, etc.)	45%	N=188	55%	N=226	100%	N=415
Household member was a victim of a crime in Paso Robles	88%	N=364	12%	N=50	100%	N=414
Reported a crime to the police in Paso Robles	71%	N=298	29%	N=119	100%	N=416
Stocked supplies in preparation for an emergency	55%	N=227	45%	N=186	100%	N=413
Campaigned or advocated for an issue, cause or candidate	72%	N=300	28%	N=117	100%	N=416
Contacted the City of Paso Robles (in-person, phone, email or web) for help or information	53%	N=222	47%	N=195	100%	N=416
Contacted Paso Robles elected officials (in-person, phone, email or web) to express your opinion	79%	N=330	21%	N=86	100%	N=415

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Paso Robles recreation centers or their services	7%	N=29	16%	N=67	32%	N=131	45%	N=186	100%	N=413
Visited a neighborhood park or City park	24%	N=98	33%	N=136	34%	N=140	10%	N=41	100%	N=415
Used Paso Robles public library or its services	7%	N=30	17%	N=72	35%	N=144	41%	N=169	100%	N=415
Participated in religious or spiritual activities in Paso Robles	13%	N=55	9%	N=39	16%	N=67	61%	N=255	100%	N=416
Attended a City-sponsored event	1%	N=3	12%	N=50	60%	N=249	27%	N=114	100%	N=416
Used bus, rail, subway or other public transportation instead of driving	6%	N=23	3%	N=11	10%	N=40	82%	N=334	100%	N=408
Carpooled with other adults or children instead of driving alone	16%	N=65	12%	N=49	21%	N=89	51%	N=214	100%	N=416
Walked or biked instead of driving	16%	N=65	20%	N=82	28%	N=117	36%	N=152	100%	N=416
Volunteered your time to some group/activity in Paso Robles	10%	N=40	11%	N=46	29%	N=120	50%	N=209	100%	N=416
Participated in a club	7%	N=31	10%	N=40	15%	N=61	68%	N=282	100%	N=414
Talked to or visited with your immediate neighbors	45%	N=185	34%	N=139	19%	N=77	3%	N=14	100%	N=416
Done a favor for a neighbor	20%	N=84	30%	N=124	35%	N=147	15%	N=61	100%	N=416

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	0%	N=1	3%	N=14	16%	N=64	80%	N=324	100%	N=403
Listened (on radio or streaming) to a local public meeting	5%	N=20	5%	N=22	19%	N=77	71%	N=294	100%	N=413

Table 46: Question 10

Please rate the quality of each of the following services in Paso Robles:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police/Sheriff services	21%	N=86	47%	N=191	14%	N=56	6%	N=25	11%	N=46	100%	N=405
Fire services	34%	N=137	42%	N=166	6%	N=23	1%	N=3	17%	N=68	100%	N=397
Ambulance or emergency medical services	28%	N=111	33%	N=132	8%	N=31	4%	N=14	28%	N=112	100%	N=400
Crime prevention	10%	N=39	38%	N=152	21%	N=86	10%	N=42	21%	N=84	100%	N=404
Fire prevention and education	18%	N=70	40%	N=157	14%	N=57	2%	N=8	26%	N=102	100%	N=393
Traffic enforcement	8%	N=32	43%	N=172	22%	N=87	14%	N=58	13%	N=53	100%	N=402

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Please rate the quality of each of the following services in Paso Robles:	Excellent		Good		Fair		Poor		Don't know		Total	
Street repair	2%	N=7	13%	N=51	35%	N=138	49%	N=197	1%	N=6	100%	N=399
Street cleaning	6%	N=22	27%	N=109	35%	N=139	27%	N=109	5%	N=19	100%	N=397
Street lighting	11%	N=43	47%	N=188	24%	N=97	17%	N=67	1%	N=4	100%	N=399
Sidewalk maintenance	7%	N=28	40%	N=161	30%	N=121	21%	N=85	1%	N=6	100%	N=401
Traffic signal timing	6%	N=22	38%	N=154	29%	N=116	25%	N=102	2%	N=7	100%	N=400
Bus or transit services	8%	N=32	22%	N=87	14%	N=55	7%	N=27	49%	N=196	100%	N=398
Garbage collection	34%	N=137	52%	N=207	11%	N=45	2%	N=6	2%	N=6	100%	N=401
Recycling	27%	N=106	54%	N=213	12%	N=46	5%	N=22	2%	N=7	100%	N=395
Yard waste pick-up	29%	N=114	46%	N=183	15%	N=58	1%	N=4	10%	N=41	100%	N=400
Storm drainage	7%	N=29	36%	N=142	30%	N=119	13%	N=52	14%	N=55	100%	N=397
Drinking water	9%	N=37	35%	N=139	34%	N=135	18%	N=72	4%	N=18	100%	N=400
Sewer services	19%	N=77	54%	N=212	18%	N=71	1%	N=5	8%	N=31	100%	N=396
Power (electric and/or gas) utility	23%	N=90	51%	N=203	21%	N=83	4%	N=16	0%	N=2	100%	N=394
Utility billing	13%	N=53	43%	N=169	31%	N=122	11%	N=45	2%	N=8	100%	N=397
City parks	27%	N=106	56%	N=223	15%	N=59	0%	N=1	2%	N=7	100%	N=396
Recreation programs or classes	12%	N=47	38%	N=151	14%	N=55	3%	N=12	34%	N=134	100%	N=399
Recreation centers or facilities	11%	N=43	34%	N=136	22%	N=88	4%	N=16	29%	N=117	100%	N=401
Land use, planning and zoning	3%	N=11	29%	N=114	23%	N=91	17%	N=67	29%	N=114	100%	N=398
Code enforcement (weeds, temporary signs, vehicle parking, etc.)	7%	N=26	32%	N=126	32%	N=125	15%	N=59	15%	N=58	100%	N=395
Animal control	6%	N=25	35%	N=140	21%	N=82	9%	N=35	29%	N=116	100%	N=398
Economic development	1%	N=5	34%	N=136	28%	N=110	12%	N=49	24%	N=95	100%	N=396
Health services	7%	N=27	30%	N=119	34%	N=135	8%	N=30	22%	N=85	100%	N=396
Public library services	30%	N=120	35%	N=141	15%	N=58	0%	N=1	20%	N=79	100%	N=399
Public information services	10%	N=40	39%	N=151	25%	N=99	3%	N=12	23%	N=90	100%	N=392
Cable television	7%	N=28	21%	N=83	26%	N=103	16%	N=62	31%	N=123	100%	N=399
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	N=24	24%	N=96	23%	N=91	12%	N=48	35%	N=137	100%	N=396
Preservation of natural areas such as open space, vineyards and Salinas River	9%	N=35	39%	N=152	28%	N=111	13%	N=50	12%	N=46	100%	N=394
Paso Robles open space	9%	N=36	38%	N=149	30%	N=117	9%	N=34	15%	N=60	100%	N=395
City-sponsored special events	19%	N=74	45%	N=174	17%	N=65	4%	N=15	15%	N=57	100%	N=386
Overall customer service by Paso Robles employees (police, receptionists, planners, etc.)	18%	N=70	49%	N=196	16%	N=62	7%	N=29	11%	N=42	100%	N=399

Table 47: Question 11

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 Paso Robles	18%	N=75	49%	N=200	28%	N=114	2%	N=6	3%	N=11	100%	N=406
The Federal Government	5%	N=19	23%	N=91	36%	N=147	20%	N=82	16%	N=65	100%	N=405

Table 48: Question 12

Please rate the following categories of Paso Robles government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Paso Robles	4%	N=14	36%	N=143	36%	N=145	16%	N=65	8%	N=33	100%	N=400
The overall direction that Paso Robles is taking	7%	N=29	46%	N=185	25%	N=98	14%	N=56	8%	N=32	100%	N=399

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Please rate the following categories of Paso Robles government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The job Paso Robles government does at welcoming citizen involvement	5%	N=20	35%	N=141	23%	N=93	11%	N=43	25%	N=101	100%	N=398
Overall confidence in Paso Robles government	4%	N=15	40%	N=161	26%	N=105	19%	N=76	11%	N=43	100%	N=399
Generally acting in the best interest of the community	6%	N=26	36%	N=144	28%	N=111	18%	N=73	11%	N=46	100%	N=400
Being honest	7%	N=30	34%	N=135	25%	N=100	16%	N=63	18%	N=72	100%	N=400
Treating all residents fairly	5%	N=21	38%	N=150	23%	N=94	18%	N=71	16%	N=64	100%	N=400

Table 49: Question 13

Please rate how important, if at all, you think it is for the Paso Robles community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Paso Robles	51%	N=210	39%	N=159	10%	N=39	0%	N=1	100%	N=408
Overall ease of getting to the places you usually have to visit	25%	N=103	54%	N=222	20%	N=81	0%	N=2	100%	N=407
Quality of overall natural environment in Paso Robles	37%	N=151	46%	N=188	16%	N=65	0%	N=2	100%	N=405
Overall "built environment" of Paso Robles (including overall design, buildings, parks and transportation systems)	25%	N=102	52%	N=212	21%	N=86	2%	N=7	100%	N=407
Health and wellness opportunities in Paso Robles	29%	N=119	49%	N=199	19%	N=78	3%	N=10	100%	N=407
Overall opportunities for education and enrichment	32%	N=129	48%	N=195	19%	N=76	1%	N=3	100%	N=403
Overall economic health of Paso Robles	52%	N=210	40%	N=164	7%	N=30	0%	N=2	100%	N=405
Sense of community	35%	N=140	49%	N=199	15%	N=62	1%	N=3	100%	N=405

Table 50: Question 14

Please rate how important, if at all, you think each of the following are for the City to focus on in the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
A North County homeless shelter	32%	N=131	33%	N=133	25%	N=102	10%	N=42	100%	N=407
A North County animal shelter	24%	N=100	32%	N=131	32%	N=131	11%	N=46	100%	N=408
A North County conference center	4%	N=17	21%	N=85	40%	N=164	35%	N=141	100%	N=406
A third fire station	17%	N=67	32%	N=130	38%	N=155	13%	N=53	100%	N=404
Additional parks or playgrounds	10%	N=39	30%	N=122	40%	N=164	20%	N=83	100%	N=407
Additional recreational trails	15%	N=61	38%	N=155	35%	N=141	12%	N=48	100%	N=404
Additional downtown parking	49%	N=200	26%	N=106	21%	N=85	4%	N=15	100%	N=407
Additional tourism and hotel construction	4%	N=18	16%	N=65	40%	N=160	40%	N=162	100%	N=405

Table 51: Question 15

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 at night	39%	N=159	39%	N=160	6%	N=23	12%	N=48	4%	N=18	0%	N=0	100%	N=409
In downtown Paso Robles at night	29%	N=120	50%	N=203	8%	N=33	8%	N=34	1%	N=3	4%	N=15	100%	N=409
In Paso Robles' other commercial areas at night	13%	N=53	37%	N=149	23%	N=94	12%	N=48	5%	N=18	11%	N=45	100%	N=408

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Table 52: Question 16

To what extent would you support or oppose increasing the local Supplemental Sales Tax by 0.5% to accelerate street repairs? (Note: the sales tax rate decreased by 0.25% on 1/1/2017.)	Percent	Number
Strongly support	27%	N=105
Somewhat support	31%	N=119
Somewhat oppose	14%	N=54
Strongly oppose	25%	N=96
Don't know	4%	N=14
Total	100%	N=388

Table 53: Question 17

Please rate the overall appearance of each of the following in Paso Robles:	Excellent		Good		Fair		Poor		Don't know		Total	
Downtown Paso Robles	40%	N=164	55%	N=224	4%	N=18	0%	N=1	0%	N=1	100%	N=408
Albertson's Center	6%	N=26	51%	N=207	37%	N=151	6%	N=23	0%	N=1	100%	N=408
Walmart Center	5%	N=19	45%	N=183	40%	N=165	10%	N=40	0%	N=1	100%	N=408
Food 4 Less Center	3%	N=13	34%	N=136	45%	N=184	15%	N=62	3%	N=11	100%	N=406
Smart n Final Center on Creston	7%	N=29	42%	N=170	40%	N=163	7%	N=27	5%	N=18	100%	N=408
Smart n Final Center on Spring	8%	N=33	40%	N=163	39%	N=156	4%	N=18	9%	N=35	100%	N=406
Target Shopping Center	19%	N=78	64%	N=259	15%	N=59	1%	N=5	1%	N=6	100%	N=407
Retail area at 24th and 101	5%	N=20	26%	N=104	47%	N=191	18%	N=75	4%	N=17	100%	N=407

Table 54: Question 18

Please rate the following aspects of grocery stores overall in Paso Robles:	Excellent		Good		Fair		Poor		Don't know		Total	
Variety of grocery stores	13%	N=51	29%	N=117	27%	N=111	31%	N=128	0%	N=1	100%	N=409
Quality of grocery stores	10%	N=42	40%	N=163	34%	N=141	15%	N=60	0%	N=2	100%	N=408

Table 55: Question 19

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Visited downtown Paso Robles for shopping, dining, entertainment or an activity	31%	N=124	48%	N=198	19%	N=76	2%	N=10	100%	N=408
Visited the City website (www.prcity.com)	6%	N=24	14%	N=58	42%	N=172	38%	N=154	100%	N=408

Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	4%	N=15	3%	N=13	4%	N=17	16%	N=66	73%	N=294	100%	N=405
Purchase goods or services from a business located in Paso Robles	0%	N=1	1%	N=4	13%	N=54	62%	N=249	24%	N=96	100%	N=404
Eat at least 5 portions of fruits and vegetables a day	2%	N=8	18%	N=71	42%	N=167	26%	N=105	12%	N=50	100%	N=401
Participate in moderate or vigorous physical activity	1%	N=4	11%	N=46	37%	N=147	35%	N=139	16%	N=66	100%	N=403
Read or watch local news (via television, paper, computer, etc.)	1%	N=4	10%	N=41	19%	N=77	31%	N=127	39%	N=157	100%	N=405
Vote in local elections	6%	N=23	6%	N=23	6%	N=23	18%	N=75	65%	N=263	100%	N=406

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Table 57: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	14%	N=56
Very good	44%	N=178
Good	36%	N=144
Fair	6%	N=23
Poor	1%	N=4
Total	100%	N=405

Table 58: Question D3

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	Number
Very positive	6%	N=23
Somewhat positive	22%	N=88
Neutral	52%	N=207
Somewhat negative	19%	N=76
Very negative	2%	N=9
Total	100%	N=402

Table 59: Question D4

What is your employment status?	Percent	Number
Working full time for pay	59%	N=240
Working part time for pay	10%	N=41
Unemployed, looking for paid work	5%	N=19
Unemployed, not looking for paid work	1%	N=4
Fully retired	25%	N=101
Total	100%	N=405

Table 60: Question D5

Do you work inside the boundaries of Paso Robles?	Percent	Number
Yes, outside the home	40%	N=160
Yes, from home	6%	N=23
No	54%	N=212
Total	100%	N=395

Table 61: Question D6

How many years have you lived in Paso Robles?	Percent	Number
Less than 2 years	10%	N=39
2 to 5 years	15%	N=61
6 to 10 years	19%	N=76
11 to 20 years	28%	N=114
More than 20 years	29%	N=117
Total	100%	N=407

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Table 62: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	71%	N=289
Building with two or more homes (duplex, townhome, apartment or condominium)	26%	N=105
Mobile home	1%	N=5
Other	2%	N=9
Total	100%	N=407

Table 63: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	35%	N=141
Owned	65%	N=261
Total	100%	N=402

Table 64: Question D9

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)?	Percent	Number
Less than \$300 per month	2%	N=8
\$300 to \$599 per month	7%	N=29
\$600 to \$999 per month	11%	N=42
\$1,000 to \$1,499 per month	20%	N=80
\$1,500 to \$2,499 per month	40%	N=159
\$2,500 or more per month	19%	N=75
Total	100%	N=394

Table 65: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	69%	N=279
Yes	31%	N=127
Total	100%	N=406

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	73%	N=296
Yes	27%	N=108
Total	100%	N=404

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Table 67: Question D12

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	Number
Less than \$25,000	12%	N=46
\$25,000 to \$49,999	20%	N=76
\$50,000 to \$99,999	34%	N=130
\$100,000 to \$149,999	19%	N=73
\$150,000 or more	15%	N=55
Total	100%	N=380

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	80%	N=317
Yes, I consider myself to be Spanish, Hispanic or Latino	20%	N=82
Total	100%	N=398

Table 69: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=16
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	0%	N=2
White	86%	N=344
Other	11%	N=44

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

Table 70: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=16
25 to 34 years	23%	N=91
35 to 44 years	17%	N=68
45 to 54 years	20%	N=82
55 to 64 years	14%	N=56
65 to 74 years	15%	N=62
75 years or older	7%	N=29
Total	100%	N=404

Table 71: Question D16

What is your sex?	Percent	Number
Female	54%	N=217
Male	46%	N=185
Total	100%	N=401

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Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	80%	N=324
Land line	10%	N=40
Both	10%	N=40
Total	100%	N=405

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; 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 communities in the database represent a wide geographic and population range. The City of Paso Robles chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities in the Pacific region with populations 10,000 to 75,000 and median household income \$50,000 to \$75,000).

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Paso Robles’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Paso Robles’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Paso Robles’s rating to the benchmark.

In that final column, Paso Robles’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Paso Robles residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paso Robles	87%	202	451	Similar
Overall image or reputation of Paso Robles	86%	110	342	Similar
Paso Robles as a place to live	92%	205	387	Similar
Your neighborhood as a place to live	86%	137	307	Similar
Paso Robles as a place to raise children	86%	183	378	Similar
Paso Robles as a place to retire	73%	98	353	Similar
Overall appearance of Paso Robles	80%	144	354	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paso Robles	77%	211	327	Similar
	In your neighborhood during the day	95%	196	350	Similar
	In Paso Robles's downtown/commercial areas during the day	96%	113	307	Similar
Mobility	Overall ease of getting to the places you usually have to visit	75%	133	235	Similar
	Availability of paths and walking trails	55%	220	307	Similar
	Ease of walking in Paso Robles	71%	120	295	Similar
	Ease of travel by bicycle in Paso Robles	43%	195	298	Similar
	Ease of travel by public transportation in Paso Robles	45%	80	199	Similar
	Ease of travel by car in Paso Robles	57%	202	298	Similar
	Ease of public parking	31%	177	197	Lower
	Traffic flow on major streets	41%	224	340	Similar
	Natural Environment	Quality of overall natural environment in Paso Robles	83%	120	271
Cleanliness of Paso Robles		75%	159	278	Similar
Air quality		87%	96	236	Similar
Built Environment	Overall "built environment" of Paso Robles (including overall design, buildings, parks and transportation systems)	63%	129	224	Similar
	Overall quality of new development in Paso Robles	55%	160	282	Similar
	Availability of affordable quality housing	17%	276	297	Much lower
	Variety of housing options	26%	256	273	Much lower
	Public places where people want to spend time	76%	81	216	Similar
Economy	Overall economic health of Paso Robles	55%	160	230	Similar
	Vibrant downtown area	84%	15	208	Much higher
	Overall quality of business and service establishments in Paso Robles	63%	125	265	Similar
	Cost of living in Paso Robles	15%	209	227	Lower
	Shopping opportunities	42%	212	288	Similar
	Employment opportunities	23%	236	306	Similar
	Paso Robles as a place to visit	88%	39	244	Higher
	Paso Robles as a place to work	56%	248	354	Similar
	Recreation and Wellness	Health and wellness opportunities in Paso Robles	54%	185	225
Availability of affordable quality mental health care		27%	180	196	Lower
Availability of preventive health services		42%	195	226	Lower
Availability of affordable quality health care		44%	211	253	Lower
Availability of affordable quality food		63%	155	229	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Recreational opportunities	68%	178	293	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	146	215	Similar
Education and Enrichment	Overall opportunities for education and enrichment	52%	179	226	Lower
	Opportunities to participate in religious or spiritual events and activities	77%	102	195	Similar
	Opportunities to attend cultural/arts/music activities	61%	113	292	Similar
	Adult educational opportunities	48%	141	202	Similar
	K-12 education	68%	176	263	Similar
	Availability of affordable quality child care/preschool	30%	214	242	Lower
Community Engagement	Opportunities to participate in social events and activities	71%	66	254	Similar
	Neighborhoodliness of Paso Robles	70%	67	219	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	53%	233	286	Similar
	Opportunities to participate in community matters	60%	132	266	Similar
	Opportunities to volunteer	72%	103	258	Similar

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paso Robles	70%	234	428	Similar
Overall customer service by Paso Robles employees (police, receptionists, planners, etc.)	75%	232	372	Similar
Value of services for the taxes paid to Paso Robles	43%	303	397	Similar
Overall direction that Paso Robles is taking	58%	189	312	Similar
Job Paso Robles government does at welcoming citizen involvement	54%	178	312	Similar
Overall confidence in Paso Robles government	49%	163	228	Similar
Generally acting in the best interest of the community	48%	170	228	Similar
Being honest	50%	159	221	Similar
Treating all residents fairly	51%	165	226	Similar
Services provided by the Federal Government	33%	189	242	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	77%	321	455	Similar
	Fire services	92%	200	379	Similar
	Ambulance or emergency medical services	84%	244	347	Similar
	Crime prevention	60%	267	353	Similar
	Fire prevention and education	78%	169	279	Similar
	Animal control	59%	236	335	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	241	270	Lower
	Traffic enforcement	58%	300	368	Similar
	Street repair	15%	368	391	Much lower
	Street cleaning	35%	301	317	Lower
Mobility	Street lighting	58%	212	322	Similar
	Sidewalk maintenance	48%	226	317	Similar
	Traffic signal timing	45%	211	256	Similar
	Bus or transit services	59%	81	221	Similar
Natural	Garbage collection	87%	142	356	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Environment	Recycling	82%	199	357	Similar
	Yard waste pick-up	83%	77	272	Similar
	Drinking water	46%	296	318	Lower
	Preservation of natural areas such as open space, vineyards and Salinas River	54%	191	250	Similar
	Paso Robles open space	55%	142	205	Similar
	Storm drainage	50%	286	348	Similar
	Sewer services	79%	150	320	Similar
	Power (electric and/or gas) utility	75%	113	169	Similar
	Utility billing	57%	174	198	Similar
	Land use, planning and zoning	44%	213	299	Similar
	Code enforcement (weeds, temporary signs, vehicle parking, etc.)	45%	231	383	Similar
Built Environment	Cable television	40%	152	196	Similar
Economy	Economic development	47%	189	280	Similar
Recreation and Wellness	City parks	85%	155	323	Similar
	Recreation programs or classes	75%	152	319	Similar
	Recreation centers or facilities	63%	186	270	Similar
	Health services	47%	180	208	Lower
Education and Enrichment	City-sponsored special events	76%	76	246	Similar
	Public library services	82%	177	339	Similar
Community Engagement	Public information services	63%	165	277	Similar

Table 77: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	73%	73	307	Similar
Recommend living in Paso Robles to someone who asks	90%	111	279	Similar
Remain in Paso Robles for the next five years	89%	62	270	Similar
Contacted Paso Robles (in-person, phone, email or web) for help or information	47%	133	311	Similar

Table 78: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	45%	50	199	Similar
	Did NOT report a crime to the police	71%	178	221	Similar
	Household member was NOT a victim of a crime	88%	166	267	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	18%	95	180	Similar
	Carpooled with other adults or children instead of driving alone	49%	54	209	Similar
	Walked or biked instead of driving	64%	75	217	Similar
Natural Environment	Made efforts to conserve water	96%	9	205	Higher
	Made efforts to make your home more energy efficient	83%	17	205	Similar
	Recycle at home	93%	100	251	Similar
Built Environment	Did NOT observe a code violation or other hazard in Paso Robles	45%	157	211	Similar
	NOT experiencing housing costs stress	48%	242	248	Much lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Paso Robles	99%	17	215	Similar
	Economy will have positive impact on income	27%	159	249	Similar
	Work inside boundaries of Paso Robles	46%	75	216	Similar
Recreation and Wellness	Used Paso Robles recreation centers or their services	55%	136	228	Similar
	Visited a neighborhood park or City park	90%	50	262	Similar
	Eat at least 5 portions of fruits and vegetables a day	80%	149	207	Similar
	Participate in moderate or vigorous physical activity	88%	75	211	Similar
	In very good to excellent health	58%	152	211	Similar
	Used Paso Robles public library or its services	59%	160	237	Similar
Education and Enrichment	Participated in religious or spiritual activities in Paso Robles	39%	139	192	Similar
	Attended City-sponsored event	73%	18	217	Higher
	Campaigned or advocated for an issue, cause or candidate	28%	53	198	Similar
Community Engagement	Contacted Paso Robles elected officials (in-person, phone, email or web) to express your opinion	21%	58	214	Similar
	Volunteered your time to some group/activity in Paso Robles	50%	59	257	Similar
	Participated in a club	32%	60	231	Similar
	Talked to or visited with your immediate neighbors	97%	13	212	Similar
	Done a favor for a neighbor	85%	48	207	Similar
	Attended a local public meeting	20%	150	256	Similar
	Read or watch local news (via television, paper, computer, etc.)	89%	52	216	Similar
	Vote in local elections	89%	42	250	Similar

Communities included in national comparisons (N=630)

The communities included in Paso Robles's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603	Ashland city, OR	20,078
Airway Heights city, WA	6,114	Ashland town, MA	16,593
Albany city, OR	50,158	Ashland town, VA	7,225
Albemarle County, VA	98,970	Aspen city, CO	6,658
Albert Lea city, MN	18,016	Athens-Clarke County, GA	115,452
Alexandria city, VA	139,966	Auburn city, AL	53,380
Algonquin village, IL	30,046	Augusta CCD, GA	134,777
Aliso Viejo city, CA	47,823	Aurora city, CO	325,078
Altoona city, IA	14,541	Austin city, TX	790,390
American Canyon city, CA	19,454	Avon town, CO	6,447
Ames city, IA	58,965	Avon town, IN	12,446
Andover CDP, MA	8,762	Avondale city, AZ	76,238
Ankeny city, IA	45,582	Azusa city, CA	46,361
Ann Arbor city, MI	113,934	Bainbridge Island city, WA	23,025
Annapolis city, MD	38,394	Baltimore city, MD	620,961
Apache Junction city, AZ	35,840	Bartonville town, TX	1,469
Arapahoe County, CO	572,003	Battle Creek city, MI	52,347
Arkansas City city, AR	366	Bay City city, MI	34,932
Arlington city, TX	365,438	Bay Village city, OH	15,651
Arvada city, CO	106,433	Baytown city, TX	71,802
Asheville city, NC	83,393	Bedford city, TX	46,979

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Bedford town, MA	13,320	Cleveland Heights city, OH	46,121
Bellevue city, WA	122,363	Clinton city, SC	8,490
Bellingham city, WA	80,885	Clive city, IA	15,447
Benbrook city, TX	21,234	Clovis city, CA	95,631
Bend city, OR	76,639	College Park city, MD	30,413
Bettendorf city, IA	33,217	College Station city, TX	93,857
Billings city, MT	104,170	Columbia city, MO	108,500
Blaine city, MN	57,186	Columbia city, SC	129,272
Bloomfield Hills city, MI	3,869	Columbia Falls city, MT	4,688
Bloomington city, IN	80,405	Commerce City city, CO	45,913
Bloomington city, MN	82,893	Concord city, CA	122,067
Blue Springs city, MO	52,575	Concord town, MA	17,668
Boise City city, ID	205,671	Conshohocken borough, PA	7,833
Bonner Springs city, KS	7,314	Coon Rapids city, MN	61,476
Boone County, KY	118,811	Copperas Cove city, TX	32,032
Boulder city, CO	97,385	Coral Springs city, FL	121,096
Bowling Green city, KY	58,067	Coronado city, CA	18,912
Bozeman city, MT	37,280	Corvallis city, OR	54,462
Brentwood city, MO	8,055	Cottonwood Heights city, UT	33,433
Brentwood city, TN	37,060	Creve Coeur city, MO	17,833
Brighton city, CO	33,352	Cross Roads town, TX	1,563
Brighton city, MI	7,444	Dacono city, CO	4,152
Bristol city, TN	26,702	Dade City city, FL	6,437
Broken Arrow city, OK	98,850	Dakota County, MN	398,552
Brookfield city, WI	37,920	Dallas city, OR	14,583
Brookline CDP, MA	58,732	Dallas city, TX	1,197,816
Brooklyn Center city, MN	30,104	Danville city, KY	16,218
Brooklyn city, OH	11,169	Dardenne Prairie city, MO	11,494
Broomfield city, CO	55,889	Darien city, IL	22,086
Brownsburg town, IN	21,285	Davenport city, FL	2,888
Buffalo Grove village, IL	41,496	Davenport city, IA	99,685
Burien city, WA	33,313	Davidson town, NC	10,944
Burleson city, TX	36,690	Dayton city, OH	141,527
Burlingame city, CA	28,806	Dayton town, WY	757
Cabarrus County, NC	178,011	Decatur city, GA	19,335
Cambridge city, MA	105,162	Del Mar city, CA	4,161
Cannon Beach city, OR	1,690	DeLand city, FL	27,031
Cañon City city, CO	16,400	Delaware city, OH	34,753
Canton city, SD	3,057	Delray Beach city, FL	60,522
Cape Coral city, FL	154,305	Denison city, TX	22,682
Cape Girardeau city, MO	37,941	Denton city, TX	113,383
Carlisle borough, PA	18,682	Denver city, CO	600,158
Carlsbad city, CA	105,328	Derby city, KS	22,158
Carroll city, IA	10,103	Des Moines city, IA	203,433
Cartersville city, GA	19,731	Des Peres city, MO	8,373
Cary town, NC	135,234	Destin city, FL	12,305
Castine town, ME	1,366	Dothan city, AL	65,496
Castle Pines North city, CO	10,360	Douglas County, CO	285,465
Castle Rock town, CO	48,231	Dover city, NH	29,987
Cedar Hill city, TX	45,028	Dublin city, CA	46,036
Cedar Rapids city, IA	126,326	Dublin city, OH	41,751
Celina city, TX	6,028	Duluth city, MN	86,265
Centennial city, CO	100,377	Durham city, NC	228,330
Chandler city, AZ	236,123	Durham County, NC	267,587
Chandler city, TX	2,734	Eagan city, MN	64,206
Chanhassen city, MN	22,952	Eagle Mountain city, UT	21,415
Chapel Hill town, NC	57,233	Eagle town, CO	6,508
Chardon city, OH	5,148	East Grand Forks city, MN	8,601
Charles County, MD	146,551	East Lansing city, MI	48,579
Charlotte city, NC	731,424	Eau Claire city, WI	65,883
Charlotte County, FL	159,978	Eden Prairie city, MN	60,797
Charlottesville city, VA	43,475	Edgerton city, KS	1,671
Chattanooga city, TN	167,674	Edgewater city, CO	5,170
Chautauqua town, NY	4,464	Edina city, MN	47,941
Chesterfield County, VA	316,236	Edmond city, OK	81,405
Citrus Heights city, CA	83,301	Edmonds city, WA	39,709
Clackamas County, OR	375,992	El Cerrito city, CA	23,549
Clarendon Hills village, IL	8,427	El Dorado County, CA	181,058
Clayton city, MO	15,939	El Paso de Robles (Paso Robles) city, CA	29,793
Clearwater city, FL	107,685	Elk Grove city, CA	153,015

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Elko New Market city, MN.....	4,110	Hoquiam city, WA.....	8,726
Elmhurst city, IL.....	44,121	Horry County, SC.....	269,291
Encinitas city, CA.....	59,518	Howard village, WI.....	17,399
Englewood city, CO.....	30,255	Hudson city, OH.....	22,262
Erie town, CO.....	18,135	Hudson town, CO.....	2,356
Escambia County, FL.....	297,619	Huntley village, IL.....	24,291
Estes Park town, CO.....	5,858	Hurst city, TX.....	37,337
Euclid city, OH.....	48,920	Hutchinson city, MN.....	14,178
Fairview town, TX.....	7,248	Hutto city, TX.....	14,698
Farmersville city, TX.....	3,301	Independence city, MO.....	116,830
Farmington Hills city, MI.....	79,740	Indianola city, IA.....	14,782
Fayetteville city, NC.....	200,564	Indio city, CA.....	76,036
Fernandina Beach city, FL.....	11,487	Iowa City city, IA.....	67,862
Fishers town, IN.....	76,794	Irving city, TX.....	216,290
Flagstaff city, AZ.....	65,870	Issaquah city, WA.....	30,434
Flower Mound town, TX.....	64,669	Jackson County, MI.....	160,248
Forest Grove city, OR.....	21,083	James City County, VA.....	67,009
Fort Collins city, CO.....	143,986	Jefferson County, NY.....	116,229
Fort Lauderdale city, FL.....	165,521	Jefferson Parish, LA.....	432,552
Fort Smith city, AR.....	86,209	Johnson City city, TN.....	63,152
Franklin city, TN.....	62,487	Johnston city, IA.....	17,278
Fremont city, CA.....	214,089	Jupiter town, FL.....	55,156
Friendswood city, TX.....	35,805	Kalamazoo city, MI.....	74,262
Fruita city, CO.....	12,646	Kansas City city, KS.....	145,786
Gahanna city, OH.....	33,248	Kansas City city, MO.....	459,787
Gaithersburg city, MD.....	59,933	Keizer city, OR.....	36,478
Galveston city, TX.....	47,743	Kenmore city, WA.....	20,460
Gardner city, KS.....	19,123	Kennedale city, TX.....	6,763
Georgetown city, TX.....	47,400	Kennett Square borough, PA.....	6,072
Germantown city, TN.....	38,844	Kent city, WA.....	92,411
Gilbert town, AZ.....	208,453	Kerrville city, TX.....	22,347
Gillette city, WY.....	29,087	Kettering city, OH.....	56,163
Glen Ellyn village, IL.....	27,450	Key West city, FL.....	24,649
Glendora city, CA.....	50,073	King City city, CA.....	12,874
Glenview village, IL.....	44,692	King County, WA.....	1,931,249
Globe city, AZ.....	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO.....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA.....	7,313
Goodyear city, AZ.....	65,275	La Plata town, MD.....	8,753
Grafton village, WI.....	11,459	La Porte city, TX.....	33,800
Grand Blanc city, MI.....	8,276	La Vista city, NE.....	15,758
Grants Pass city, OR.....	34,533	Lafayette city, CO.....	24,453
Grass Valley city, CA.....	12,860	Laguna Beach city, CA.....	22,723
Greeley city, CO.....	92,889	Laguna Niguel city, CA.....	62,979
Greenville city, NC.....	84,554	Lake Forest city, IL.....	19,375
Greenwich town, CT.....	61,171	Lake in the Hills village, IL.....	28,965
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA.....	28,069
Greer city, SC.....	25,515	Lake Worth city, FL.....	34,910
Gunnison County, CO.....	15,324	Lake Zurich village, IL.....	19,631
Hailey city, ID.....	7,960	Lakeville city, MN.....	55,954
Haines Borough, AK.....	2,508	Lakewood city, CO.....	142,980
Haltom City city, TX.....	42,409	Lakewood city, WA.....	58,163
Hamilton city, OH.....	62,477	Lane County, OR.....	351,715
Hamilton town, MA.....	7,764	Lansing city, MI.....	114,297
Hanover County, VA.....	99,863	Laramie city, WY.....	30,816
Harrisburg city, SD.....	4,089	Larimer County, CO.....	299,630
Harrisonburg city, VA.....	48,914	Las Cruces city, NM.....	97,618
Harrisonville city, MO.....	10,019	Las Vegas city, NM.....	13,753
Hayward city, CA.....	144,186	Las Vegas city, NV.....	583,756
Henderson city, NV.....	257,729	Lawrence city, KS.....	87,643
Herndon town, VA.....	23,292	Lawrenceville city, GA.....	28,546
High Point city, NC.....	104,371	Lee's Summit city, MO.....	91,364
Highland Park city, IL.....	29,763	Lehi city, UT.....	47,407
Highlands Ranch CDP, CO.....	96,713	Lenexa city, KS.....	48,190
Holland city, MI.....	33,051	Lewis County, NY.....	27,087
Homer Glen village, IL.....	24,220	Lewiston city, ID.....	31,894
Honolulu County, HI.....	953,207	Lewisville city, TX.....	95,290
Hooksett town, NH.....	13,451	Lewisville town, NC.....	12,639
Hopkins city, MN.....	17,591	Libertyville village, IL.....	20,315
Hopkinton town, MA.....	14,925	Lincoln city, NE.....	258,379

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Lincolnwood village, IL	12,590	New Hope city, MN	20,339
Lindsborg city, KS	3,458	New Orleans city, LA	343,829
Little Chute village, WI	10,449	New Port Richey city, FL	14,911
Littleton city, CO	41,737	New Smyrna Beach city, FL	22,464
Livermore city, CA	80,968	New Ulm city, MN	13,522
Lombard village, IL	43,165	Newberg city, OR	22,068
Lone Tree city, CO	10,218	Newport city, RI	24,672
Long Grove village, IL	8,043	Newport News city, VA	180,719
Longmont city, CO	86,270	Newton city, IA	15,254
Longview city, TX	80,455	Noblesville city, IN	51,969
Lonsdale city, MN	3,674	Nogales city, AZ	20,837
Los Alamos County, NM	17,950	Norcross city, GA	9,116
Los Altos Hills town, CA	7,922	Norfolk city, VA	242,803
Louisville city, CO	18,376	North Mankato city, MN	13,394
Lower Merion township, PA	57,825	North Port city, FL	57,357
Lynchburg city, VA	75,568	North Richland Hills city, TX	63,343
Lynnwood city, WA	35,836	North Yarmouth town, ME	3,565
Macomb County, MI	840,978	Novato city, CA	51,904
Manassas city, VA	37,821	Novi city, MI	55,224
Manhattan Beach city, CA	35,135	O'Fallon city, IL	28,281
Manhattan city, KS	52,281	O'Fallon city, MO	79,329
Mankato city, MN	39,309	Oak Park village, IL	51,878
Maple Grove city, MN	61,567	Oakland city, CA	390,724
Maricopa County, AZ	3,817,117	Oakley city, CA	35,432
Marion city, IA	34,768	Oklahoma City city, OK	579,999
Marshfield city, WI	19,118	Olathe city, KS	125,872
Martinez city, CA	35,824	Old Town city, ME	7,840
Marysville city, WA	60,020	Olmsted County, MN	144,248
Matthews town, NC	27,198	Olympia city, WA	46,478
McAllen city, TX	129,877	Orange village, OH	3,323
McKinney city, TX	131,117	Orland Park village, IL	56,767
McMinnville city, OR	32,187	Orleans Parish, LA	343,829
Menlo Park city, CA	32,026	Oshkosh city, WI	66,083
Menomonee Falls village, WI	35,626	Oshtemo charter township, MI	21,705
Mercer Island city, WA	22,699	Oswego village, IL	30,355
Meridian charter township, MI	39,688	Otsego County, MI	24,164
Meridian city, ID	75,092	Ottawa County, MI	263,801
Merriam city, KS	11,003	Paducah city, KY	25,024
Mesa city, AZ	439,041	Palm Beach Gardens city, FL	48,452
Mesa County, CO	146,723	Palm Coast city, FL	75,180
Miami Beach city, FL	87,779	Palo Alto city, CA	64,403
Miami city, FL	399,457	Palos Verdes Estates city, CA	13,438
Middleton city, WI	17,442	Papillion city, NE	18,894
Midland city, MI	41,863	Paradise Valley town, AZ	12,820
Milford city, DE	9,559	Park City city, UT	7,558
Milton city, GA	32,661	Parker town, CO	45,297
Minneapolis city, MN	382,578	Parkland city, FL	23,962
Missouri City city, TX	67,358	Pasco city, WA	59,781
Modesto city, CA	201,165	Pasco County, FL	464,697
Monterey city, CA	27,810	Payette city, ID	7,433
Montgomery city, MN	2,956	Pearland city, TX	91,252
Monticello city, UT	1,972	Peoria city, AZ	154,065
Montrose city, CO	19,132	Peoria city, IL	115,007
Monument town, CO	5,530	Pflugerville city, TX	46,936
Mooresville town, NC	32,711	Phoenix city, AZ	1,445,632
Moraga town, CA	16,016	Pinehurst village, NC	13,124
Morristown city, TN	29,137	Piqua city, OH	20,522
Morrisville town, NC	18,576	Pitkin County, CO	17,148
Morro Bay city, CA	10,234	Plano city, TX	259,841
Mountain Village town, CO	1,320	Platte City city, MO	4,691
Mountlake Terrace city, WA	19,909	Pleasant Hill city, IA	8,785
Murphy city, TX	17,708	Pleasanton city, CA	70,285
Naperville city, IL	141,853	Plymouth city, MN	70,576
Napoleon city, OH	8,749	Polk County, IA	430,640
Needham CDP, MA	28,886	Pompano Beach city, FL	99,845
Nevada City city, CA	3,068	Port Orange city, FL	56,048
Nevada County, CA	98,764	Portland city, OR	583,776
New Braunfels city, TX	57,740	Post Falls city, ID	27,574
New Brighton city, MN	21,456	Powell city, OH	11,500
New Hanover County, NC	202,667	Prince William County, VA	402,002

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Prior Lake city, MN.....	22,796	Silverton city, OR.....	9,222
Pueblo city, CO.....	106,595	Sioux Center city, IA.....	7,048
Purcellville town, VA.....	7,727	Sioux Falls city, SD.....	153,888
Queen Creek town, AZ.....	26,361	Skokie village, IL.....	64,784
Raleigh city, NC.....	403,892	Snellville city, GA.....	18,242
Ramsey city, MN.....	23,668	Snoqualmie city, WA.....	10,670
Raymond town, ME.....	4,436	Somerset town, MA.....	18,165
Raymore city, MO.....	19,206	South Jordan city, UT.....	50,418
Redmond city, OR.....	26,215	South Lake Tahoe city, CA.....	21,403
Redmond city, WA.....	54,144	Southlake city, TX.....	26,575
Reno city, NV.....	225,221	Spearfish city, SD.....	10,494
Reston CDP, VA.....	58,404	Spring Hill city, KS.....	5,437
Richland city, WA.....	48,058	Springboro city, OH.....	17,409
Richmond city, CA.....	103,701	Springfield city, MO.....	159,498
Richmond Heights city, MO.....	8,603	Springville city, UT.....	29,466
Rio Rancho city, NM.....	87,521	St. Augustine city, FL.....	12,975
River Falls city, WI.....	15,000	St. Charles city, IL.....	32,974
Riverside city, CA.....	303,871	St. Cloud city, FL.....	35,183
Riverside city, MO.....	2,937	St. Cloud city, MN.....	65,842
Roanoke city, VA.....	97,032	St. Joseph city, MO.....	76,780
Roanoke County, VA.....	92,376	St. Joseph town, WI.....	3,842
Rochester Hills city, MI.....	70,995	St. Louis County, MN.....	200,226
Rock Hill city, SC.....	66,154	State College borough, PA.....	42,034
Rockville city, MD.....	61,209	Steamboat Springs city, CO.....	12,088
Roeland Park city, KS.....	6,731	Sterling Heights city, MI.....	129,699
Rogers city, MN.....	8,597	Sugar Grove village, IL.....	8,997
Rohnert Park city, CA.....	40,971	Sugar Land city, TX.....	78,817
Rolla city, MO.....	19,559	Suisun City city, CA.....	28,111
Roselle village, IL.....	22,763	Summit city, NJ.....	21,457
Rosemount city, MN.....	21,874	Summit County, UT.....	36,324
Rosenberg city, TX.....	30,618	Summit village, IL.....	11,054
Roseville city, MN.....	33,660	Sunnyvale city, CA.....	140,081
Round Rock city, TX.....	99,887	Surprise city, AZ.....	117,517
Royal Oak city, MI.....	57,236	Suwanee city, GA.....	15,355
Saco city, ME.....	18,482	Tacoma city, WA.....	198,397
Sahuarita town, AZ.....	25,259	Takoma Park city, MD.....	16,715
Salida city, CO.....	5,236	Tamarac city, FL.....	60,427
Sammamish city, WA.....	45,780	Temecula city, CA.....	100,097
San Anselmo town, CA.....	12,336	Tempe city, AZ.....	161,719
San Diego city, CA.....	1,307,402	Temple city, TX.....	66,102
San Francisco city, CA.....	805,235	Texarkana city, TX.....	36,411
San Jose city, CA.....	945,942	The Woodlands CDP, TX.....	93,847
San Juan County, NM.....	130,044	Thousand Oaks city, CA.....	126,683
San Marcos city, CA.....	83,781	Tigard city, OR.....	48,035
San Marcos city, TX.....	44,894	Tracy city, CA.....	82,922
San Rafael city, CA.....	57,713	Trinidad CCD, CO.....	12,017
Sanford city, FL.....	53,570	Tualatin city, OR.....	26,054
Sangamon County, IL.....	197,465	Tulsa city, OK.....	391,906
Santa Clarita city, CA.....	176,320	Twin Falls city, ID.....	44,125
Santa Fe city, NM.....	67,947	Tyler city, TX.....	96,900
Santa Fe County, NM.....	144,170	University Heights city, OH.....	13,539
Santa Monica city, CA.....	89,736	University Park city, TX.....	23,068
Sarasota County, FL.....	379,448	Upper Arlington city, OH.....	33,771
Savage city, MN.....	26,911	Urbandale city, IA.....	39,463
Schaumburg village, IL.....	74,227	Vail town, CO.....	5,305
Schertz city, TX.....	31,465	Vancouver city, WA.....	161,791
Scott County, MN.....	129,928	Ventura CCD, CA.....	111,889
Scottsdale city, AZ.....	217,385	Vernon Hills village, IL.....	25,113
Seaside city, CA.....	33,025	Vestavia Hills city, AL.....	34,033
Sedona city, AZ.....	10,031	Victoria city, MN.....	7,345
Sevierville city, TN.....	14,807	Vienna town, VA.....	15,687
Shakopee city, MN.....	37,076	Virginia Beach city, VA.....	437,994
Sharonville city, OH.....	13,560	Walnut Creek city, CA.....	64,173
Shawnee city, KS.....	62,209	Washington County, MN.....	238,136
Shawnee city, OK.....	29,857	Washington town, NH.....	1,123
Sherborn town, MA.....	4,119	Washoe County, NV.....	421,407
Shoreview city, MN.....	25,043	Washougal city, WA.....	14,095
Shorewood village, IL.....	15,615	Wauwatosa city, WI.....	46,396
Shorewood village, WI.....	13,162	Waverly city, IA.....	9,874
Sierra Vista city, AZ.....	43,888	Weddington town, NC.....	9,459

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Wentzville city, MO.....	29,070	Windsor town, CO.....	18,644
West Carrollton city, OH.....	13,143	Windsor town, CT.....	29,044
West Chester borough, PA.....	18,461	Winnetka village, IL.....	12,187
West Des Moines city, IA.....	56,609	Winter Garden city, FL.....	34,568
Western Springs village, IL.....	12,975	Woodbury city, MN.....	61,961
Westerville city, OH.....	36,120	Woodinville city, WA.....	10,938
Westlake town, TX.....	992	Woodland city, CA.....	55,468
Westminster city, CO.....	106,114	Wrentham town, MA.....	10,955
Weston town, MA.....	11,261	Wyandotte County, KS.....	157,505
White House city, TN.....	10,255	Yakima city, WA.....	91,067
Wichita city, KS.....	382,368	York County, VA.....	65,464
Williamsburg city, VA.....	14,068	Yorktown town, IN.....	9,405
Willowbrook village, IL.....	8,540	Yorkville city, IL.....	16,921
Wilmington city, NC.....	106,476	Yountville city, CA.....	2,933
Wilsonville city, OR.....	19,509		

Communities in the Pacific region with populations 10,000 to 75,000 and median household income \$50,000 to \$75,000 Benchmark Comparisons

Table 79: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Paso Robles	87%	7	16	Similar
Overall image or reputation of Paso Robles	86%	4	14	Higher
Paso Robles as a place to live	92%	6	17	Similar
Your neighborhood as a place to live	86%	5	16	Similar
Paso Robles as a place to raise children	86%	5	14	Similar
Paso Robles as a place to retire	73%	6	13	Similar
Overall appearance of Paso Robles	80%	7	15	Similar

Table 80: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Paso Robles	77%	6	11	Similar
	In your neighborhood during the day	95%	7	13	Similar
	In Paso Robles's downtown/commercial areas during the day	96%	3	12	Similar
Mobility	Overall ease of getting to the places you usually have to visit	75%	6	10	Similar
	Availability of paths and walking trails	55%	9	11	Lower
	Ease of walking in Paso Robles	71%	8	13	Similar
	Ease of travel by bicycle in Paso Robles	43%	12	13	Lower
	Ease of travel by public transportation in Paso Robles	45%	8	10	Similar
	Ease of travel by car in Paso Robles	57%	8	12	Similar
	Ease of public parking	31%	8	8	Much lower
	Traffic flow on major streets	41%	11	14	Similar
Natural Environment	Quality of overall natural environment in Paso Robles	83%	6	12	Similar
	Cleanliness of Paso Robles	75%	6	12	Similar
	Air quality	87%	6	9	Similar
Built Environment	Overall "built environment" of Paso Robles (including overall design, buildings, parks and transportation systems)	63%	4	10	Similar
	Overall quality of new development in Paso Robles	55%	4	13	Similar
	Availability of affordable quality housing	17%	11	12	Lower
	Variety of housing options	26%	11	12	Lower
	Public places where people want to spend time	76%	5	10	Similar
Economy	Overall economic health of Paso Robles	55%	5	10	Similar
	Vibrant downtown area	84%	1	10	Much higher
	Overall quality of business and service establishments in Paso Robles	63%	3	12	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Cost of living in Paso Robles	15%	9	10	Lower
	Shopping opportunities	42%	7	12	Similar
	Employment opportunities	23%	8	13	Similar
	Paso Robles as a place to visit	88%	3	10	Much higher
	Paso Robles as a place to work	56%	7	14	Similar
Recreation and Wellness	Health and wellness opportunities in Paso Robles	54%	7	10	Similar
	Availability of affordable quality mental health care	27%	8	9	Lower
	Availability of preventive health services	42%	9	11	Similar
	Availability of affordable quality health care	44%	8	11	Similar
	Availability of affordable quality food	63%	7	11	Similar
	Recreational opportunities	68%	6	13	Similar
Education and Enrichment	Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	7	10	Similar
	Overall opportunities for education and enrichment	52%	5	10	Similar
	Opportunities to participate in religious or spiritual events and activities	77%	4	10	Similar
	Opportunities to attend cultural/arts/music activities	61%	3	12	Higher
	Adult educational opportunities	48%	6	10	Similar
	K-12 education	68%	5	11	Similar
Community Engagement	Availability of affordable quality child care/preschool	30%	9	12	Similar
	Opportunities to participate in social events and activities	71%	2	12	Higher
	Neighborliness of Paso Robles	70%	2	10	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	53%	11	13	Similar
	Opportunities to participate in community matters	60%	6	12	Similar
	Opportunities to volunteer	72%	5	12	Similar

Table 81: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Paso Robles	70%	5	15	Similar
Overall customer service by Paso Robles employees (police, receptionists, planners, etc.)	75%	9	13	Similar
Value of services for the taxes paid to Paso Robles	43%	11	15	Similar
Overall direction that Paso Robles is taking	58%	6	13	Similar
Job Paso Robles government does at welcoming citizen involvement	54%	4	13	Similar
Overall confidence in Paso Robles government	49%	5	10	Similar
Generally acting in the best interest of the community	48%	7	10	Similar
Being honest	50%	7	10	Similar
Treating all residents fairly	51%	7	10	Similar
Services provided by the Federal Government	33%	7	11	Similar

Table 82: Governance by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Police/Sheriff services	77%	12	17	Similar
	Fire services	92%	10	16	Similar
	Ambulance or emergency medical services	84%	12	14	Similar
	Crime prevention	60%	10	13	Similar
	Fire prevention and education	78%	5	12	Similar
	Animal control	59%	9	13	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	10	14	Similar
Mobility	Traffic enforcement	58%	11	13	Similar
	Street repair	15%	15	15	Much lower
	Street cleaning	35%	14	14	Lower
	Street lighting	58%	9	13	Similar
	Sidewalk maintenance	48%	8	13	Similar
	Traffic signal timing	45%	11	12	Similar
	Bus or transit services	59%	8	13	Similar
Natural Environment	Garbage collection	87%	7	13	Similar
	Recycling	82%	10	12	Similar
	Yard waste pick-up	83%	5	11	Similar
	Drinking water	46%	10	13	Lower
	Preservation of natural areas such as open space, vineyards and Salinas River	54%	9	13	Similar
Built Environment	Paso Robles open space	55%	7	10	Similar
	Storm drainage	50%	12	13	Lower
	Sewer services	79%	7	13	Similar
	Power (electric and/or gas) utility	75%	7	9	Similar
	Utility billing	57%	10	10	Similar
	Land use, planning and zoning	44%	9	14	Similar
	Code enforcement (weeds, temporary signs, vehicle parking, etc.)	45%	6	15	Similar
Economy	Cable television	40%	10	11	Similar
	Economic development	47%	5	12	Similar
Recreation and Wellness	City parks	85%	6	15	Similar
	Recreation programs or classes	75%	5	12	Similar
	Recreation centers or facilities	63%	8	12	Similar
	Health services	47%	9	10	Similar
Education and Enrichment	City-sponsored special events	76%	3	11	Similar
	Public library services	82%	6	15	Similar
Community Engagement	Public information services	63%	6	13	Similar

Table 83: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	73%	3	13	Higher
Recommend living in Paso Robles to someone who asks	90%	3	12	Similar
Remain in Paso Robles for the next five years	89%	3	12	Similar
Contacted Paso Robles (in-person, phone, email or web) for help or information	47%	3	12	Similar

Table 84: Participation by Facet

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Stocked supplies in preparation for an emergency	45%	7	10	Similar
	Did NOT report a crime to the police	71%	9	10	Similar
	Household member was NOT a victim of a crime	88%	5	12	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	18%	8	9	Lower
	Carpooled with other adults or children instead of driving alone	49%	5	10	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Natural Environment	Walked or biked instead of driving	64%	6	10	Similar
	Made efforts to conserve water	96%	2	10	Higher
	Made efforts to make your home more energy efficient	83%	1	10	Similar
	Recycle at home	93%	9	12	Similar
Built Environment	Did NOT observe a code violation or other hazard in Paso Robles	45%	8	10	Similar
	NOT experiencing housing costs stress	48%	11	12	Lower
Economy	Purchase goods or services from a business located in Paso Robles	99%	3	10	Similar
	Economy will have positive impact on income	27%	7	12	Similar
	Work inside boundaries of Paso Robles	46%	1	10	Higher
Recreation and Wellness	Used Paso Robles recreation centers or their services	55%	6	12	Similar
	Visited a neighborhood park or City park	90%	4	12	Similar
	Eat at least 5 portions of fruits and vegetables a day	80%	9	10	Similar
	Participate in moderate or vigorous physical activity	88%	5	10	Similar
	In very good to excellent health	58%	7	10	Similar
Education and Enrichment	Used Paso Robles public library or its services	59%	10	12	Similar
	Participated in religious or spiritual activities in Paso Robles	39%	4	11	Similar
	Attended City-sponsored event	73%	2	10	Much higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	28%	2	9	Similar
	Contacted Paso Robles elected officials (in-person, phone, email or web) to express your opinion	21%	2	10	Similar
	Volunteered your time to some group/activity in Paso Robles	50%	2	12	Higher
	Participated in a club	32%	1	12	Higher
	Talked to or visited with your immediate neighbors	97%	2	10	Similar
	Done a favor for a neighbor	85%	3	10	Similar
	Attended a local public meeting	20%	8	12	Similar
	Read or watch local news (via television, paper, computer, etc.)	89%	1	10	Similar
Vote in local elections	89%	3	12	Similar	

Communities included in Pacific region with populations 10,000 to 75,000 and median household income \$50,000 to \$75,000 comparisons (N=25)

The communities included in Paso Robles’ custom comparisons are listed below along with their population according to the 2010 Census.

Azusa city, CA	46,361	Newberg city, OR	22,068
Burien city, WA	33,313	Olympia city, WA	46,478
Dallas city, OR	14,583	Pasco city, WA	59,781
Edmonds city, WA	39,709	Richland city, WA	48,058
El Paso de Robles (Paso Robles) city, CA	29,793	Rohnert Park city, CA	40,971
Glendora city, CA	50,073	Seaside city, CA	33,025
Keizer city, OR	36,478	Suisun City city, CA	28,111
Lake Stevens city, WA	28,069	Tigard city, OR	48,035
Lynnwood city, WA	35,836	Tualatin city, OR	26,054
Marysville city, WA	60,020	Washougal city, WA	14,095
Monterey city, CA	27,810	Wilsonville city, OR	19,509
Morro Bay city, CA	10,234	Woodland city, CA	55,468
Mountlake Terrace city, WA	19,909		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Paso Robles funded this research. Please contact Shonna Howenstine of the City of Paso Robles at SHowenstine@prcity.com if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community 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 community. 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 community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- 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.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results 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 for 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 vary, with 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). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

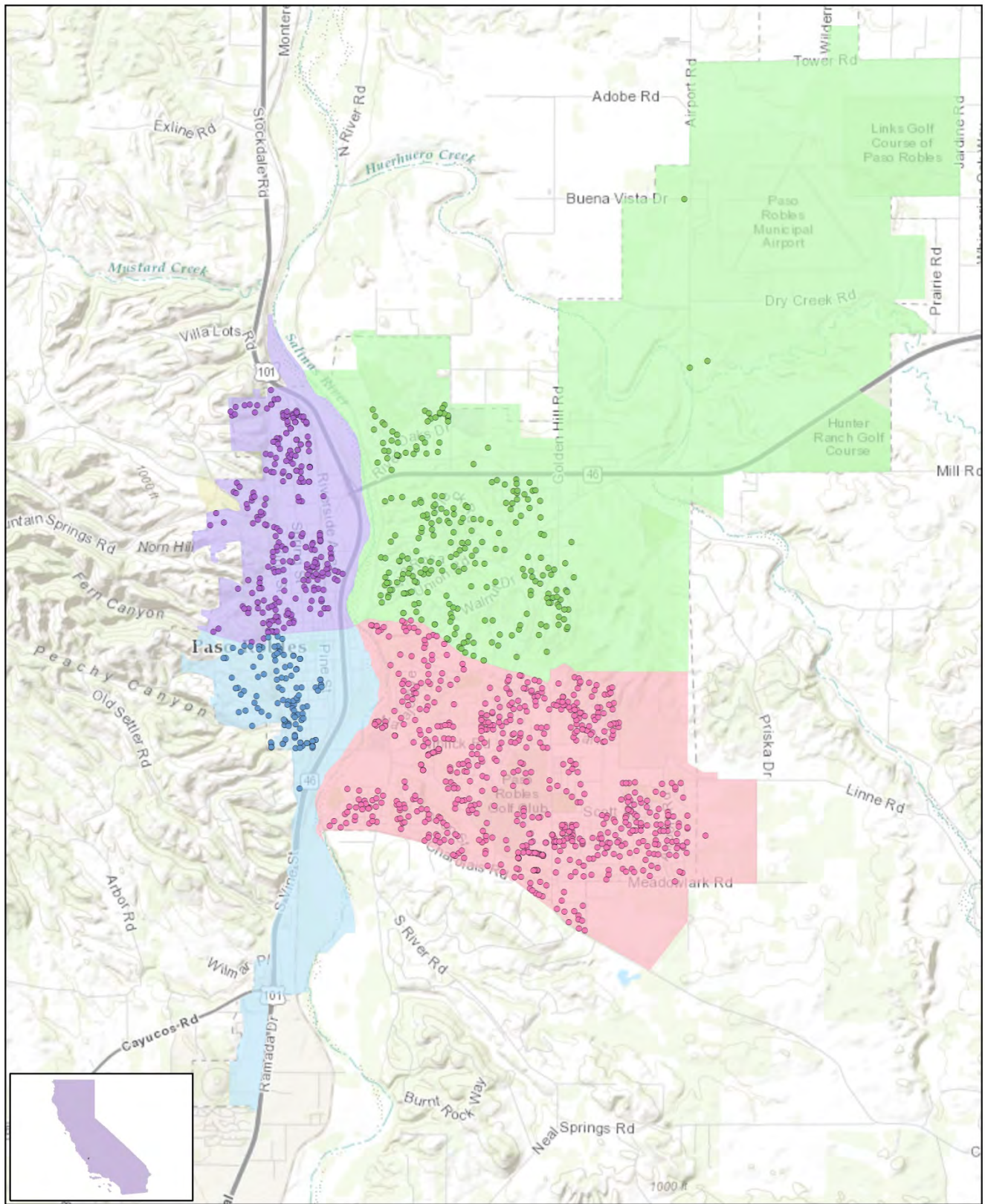
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Paso Robles were eligible to participate in the survey. A list of all households within the zip codes serving Paso Robles was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Paso Robles households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Paso Robles boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four Police Quadrants.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

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 addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Paso Robles website. This opt-in survey was identical to the scientific survey and open to all City residents.

Figure 1: Location of Survey Recipients



Survey Recipients in Paso Robles, CA

- In Quad 1 ● In Quad 3
- In Quad 2 ● In Quad 4



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 29, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish informing participants that they could opt to take the survey online in their language of preference. Completed surveys were collected over the following seven weeks. The online “opt-in” survey became available to all residents on November 3, 2017 and remained open for four weeks.

About 4% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,440 households that received the survey, 339 completed the survey, providing an overall response rate of 24%. Of the 339 completed surveys, 24 were completed online in English and one was completed online in Spanish. Additionally, responses were tracked by area; response rates by quadrant ranged from 17% to 34%. The response rates were calculated using AAPOR’s response rate #2¹ for mailed surveys of unnamed persons. Additionally, 121 residents completed the online opt-in survey, providing a grand total of 460 completed surveys.

Table 85: Survey Response Rates by Quadrant

	Quadrant 1	Quadrant 2	Quadrant 3	Quadrant 4	Overall
Total sample used	339	144	249	768	1,500
I=Complete Interviews	55	30	83	168	336
P=Partial Interviews	0	0	0	3	3
R=Refusal and break off	0	0	0	1	1
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	262	99	164	575	1,100
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	17%	23%	34%	23%	24%

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.²

The margin of error for the City of Paso Robles survey is no greater than plus or minus five³ percentage points around any given percent reported for all respondents (460 completed surveys).

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

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² 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 community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

³ Although this has become the traditional way to describe survey research precision, when opt-in results are blended with scientific results, assumptions about randomness of responses are not the same as when results come only from the random sample. Consequently other terms sometimes are used in place of “confidence interval” or “margin of error,” such as “credibility intervals.” We hew to the traditional way of describing sample-driven uncertainty while we work with the industry to sort out the best ways to describe these new approaches.

Survey Processing (Data Entry)

Upon receipt, completed surveys 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; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

Upon completion of data collection for both the scientific (probability) and nonscientific open participation online opt-in (non-probability) surveys, data were compared in order to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Paso Robles, characteristics of respondents to the non-probability survey were similar to the probability survey, in both respondent trait and opinion, indicating that the two datasets could be blended. This decision reflects a growing trend in survey research toward integration of traditional scientific probability survey respondents and non-probability survey respondents (opt-in).

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Paso Robles. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), race, ethnicity, sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

Table 86: Paso Robles, CA 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	41%	19%	35%
Own home	59%	81%	65%
Detached unit	73%	81%	72%
Attached unit	27%	19%	28%
Race and Ethnicity			
White	81%	84%	83%
Not white	19%	16%	17%
Not Hispanic	71%	90%	80%
Hispanic	29%	10%	20%
Sex and Age			
Female	52%	58%	54%
Male	48%	42%	46%
18-34 years of age	32%	5%	27%
35-54 years of age	35%	23%	37%
55+ years of age	33%	72%	36%
Females 18-34	15%	2%	13%
Females 35-54	18%	14%	21%
Females 55+	18%	42%	20%
Males 18-34	16%	3%	14%
Males 35-54	17%	9%	16%
Males 55+	15%	31%	16%
Quadrant			
Quadrant 1	18%	16%	25%
Quadrant 2	9%	9%	12%
Quadrant 3	19%	24%	20%
Quadrant 4	54%	50%	44%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Paso Robles Resident,

Estimado Residente de Paso Robles,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una Paso Robles mejor!

Sincerely,

Atentamente,



Steve Martin
Mayor/Alcalde

Dear Paso Robles Resident,

Estimado Residente de Paso Robles,

It won't take much of your time to make a big difference!

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

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Sincerely,

Atentamente,



Steve Martin
Mayor/Alcalde



City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

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



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US Postage
PAID
Boulder, CO
Permit NO.94



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

October 2017

Dear City of Paso Robles Resident:

Please help us shape the future of Paso Robles! You have been selected at random to participate in the 2017 Paso Robles Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Paso Robles make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2hm7Cp2>

If you have any questions about the survey please call 805-237-3888.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Paso Robles:

¡Por favor ayúdenos a moldear el futuro de Paso Robles! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Paso Robles del 2017.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Paso Robles tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

<http://bit.ly/2hm7Cp2>

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 805-237-3888.

¡Gracias por su tiempo y participación!

Atentamente,

Steve Martin
Mayor



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

October 2017

Dear City of Paso Robles Resident:

Here's a second chance if you haven't already responded to the 2017 Paso Robles Citizen 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.)**

Please help us shape the future of Paso Robles! You have been selected at random to participate in the 2017 Paso Robles Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Paso Robles make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<http://bit.ly/2hm7Cp2>

If you have any questions about the survey please call 805-237-3888.

Thank you for your time and participation!

Sincerely,

Steve Martin
Mayor

Estimado Residente de la Ciudad de Paso Robles:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Paso Robles del 2017! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Paso Robles! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Paso Robles del 2017.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Paso Robles tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

<http://bit.ly/2hm7Cp2>

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al 805-237-3888.

¡Gracias por su tiempo y participación!

Atentamente,

The City of Paso Robles 2017 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 Paso Robles:

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Paso Robles	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Paso Robles	1	2	3	4	5
Overall "built environment" of Paso Robles (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Paso Robles.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Paso Robles	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Paso Robles.....	1	2	3	4	5

3. 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 Paso Robles to someone who asks	1	2	3	4	5
Remain in Paso Robles for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Paso Robles' downtown/commercial areas during the day..	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Paso Robles as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Paso Robles	1	2	3	4	5
Ease of travel by public transportation in Paso Robles.....	1	2	3	4	5
Ease of travel by bicycle in Paso Robles	1	2	3	4	5
Ease of walking in Paso Robles	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Paso Robles.....	1	2	3	4	5
Overall appearance of Paso Robles	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Paso Robles as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Paso Robles.....	1	2	3	4	5
Overall quality of business and service establishments in Paso Robles.....	1	2	3	4	5
Vibrant downtown area.....	1	2	3	4	5
Overall quality of new development in Paso Robles.....	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
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Paso Robles.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water.....	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Paso Robles (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Paso Robles.....	1	2
Reported a crime to the police in Paso Robles.....	1	2
Stocked supplies in preparation for an emergency.....	1	2
Campaigned or advocated for an issue, cause or candidate.....	1	2
Contacted the City of Paso Robles (in-person, phone, email or web) for help or information.....	1	2
Contacted Paso Robles elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Paso Robles recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Paso Robles public library or its services.....	1	2	3	4
Participated in religious or spiritual activities in Paso Robles.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Paso Robles.....	1	2	3	4
Participated in a club.....	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or listened to a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting.....	1	2	3	4
<u>Listened</u> (on radio or streaming) to a local public meeting.....	1	2	3	4

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical 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
Utility billing.....	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, temporary signs, vehicle parking, 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
Public library services	1	2	3	4	5
Public information services	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, vineyards and Salinas River	1	2	3	4	5
Paso Robles open space	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Paso Robles employees (police, receptionists, planners, etc.).....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Paso Robles	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Paso Robles 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 Paso Robles	1	2	3	4	5
The overall direction that Paso Robles is taking.....	1	2	3	4	5
The job Paso Robles government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Paso Robles government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Paso Robles community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Paso Robles	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Paso Robles	1	2	3	4
Overall “built environment” of Paso Robles (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Paso Robles	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Paso Robles	1	2	3	4
Sense of community	1	2	3	4

14. Please rate how important, if at all, you think each of the following are for the City to focus on in the next five years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
A North County homeless shelter	1	2	3	4
A North County animal shelter	1	2	3	4
A North County conference center	1	2	3	4
A third fire station	1	2	3	4
Additional parks or playgrounds	1	2	3	4
Additional recreational trails	1	2	3	4
Additional downtown parking	1	2	3	4
Additional tourism and hotel construction	1	2	3	4

15. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood at night	1	2	3	4	5	6
In downtown Paso Robles at night	1	2	3	4	5	6
In Paso Robles' other commercial areas at night	1	2	3	4	5	6

16. To what extent would you support or oppose increasing the local Supplemental Sales Tax by 0.5% to accelerate street repairs? (Note: the sales tax rate decreased by 0.25% on 1/1/2017.)

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

17. Please rate the overall appearance of each of the following in Paso Robles:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Downtown Paso Robles	1	2	3	4	5
Albertson's Center	1	2	3	4	5
Walmart Center	1	2	3	4	5
Food 4 Less Center	1	2	3	4	5
Smart n Final Center on Creston	1	2	3	4	5
Smart n Final Center on Spring	1	2	3	4	5
Target Shopping Center	1	2	3	4	5
Retail area at 24 th and 101	1	2	3	4	5
Lowe's Center	1	2	3	4	5
Overall appearance of other commercial areas and shopping centers	1	2	3	4	5

18. Please rate the following aspects of grocery stores overall in Paso Robles:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
<u>Variety</u> of grocery stores	1	2	3	4	5
<u>Quality</u> of grocery stores	1	2	3	4	5

19. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Paso Robles?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Visited downtown Paso Robles for shopping, dining, entertainment or an activity	1	2	3	4
Visited the City website (www.prcity.com)	1	2	3	4

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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. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Paso Robles.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day.....	1	2	3	4	5
Participate in moderate or vigorous physical activity.....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. 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

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Paso Robles?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Paso Robles?

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

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. 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

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. 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 \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

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

D14. 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

D15. 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

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line 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