



CITY OF CORONADO, CA 2011



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 7
 Overall Community Quality 7
 Community Design 9
 Transportation 9
 Housing 13
 Land Use and Zoning 14
 Economic Sustainability..... 17
 Public Safety 20
 Environmental Sustainability..... 26
 Recreation and Wellness 29
 Parks and Recreation 29
 Culture, Arts and Education 31
 Health and Wellness 33
 Community Inclusiveness..... 34
 Civic Engagement..... 37
 Civic Activity..... 37
 Information and Awareness 40
 Social Engagement 41
 Public Trust..... 42
 City of Coronado Employees 44

From Data to Action 46
 Resident Priorities 46
 City of Coronado Action Chart™ 47
 Using Your Action Chart™ 49

Appendix A: Complete Survey Frequencies 51
 Frequencies Excluding “Don’t Know” Responses 51
 Frequencies Including “Don’t Know” Responses..... 61

Appendix B: Survey Methodology 75

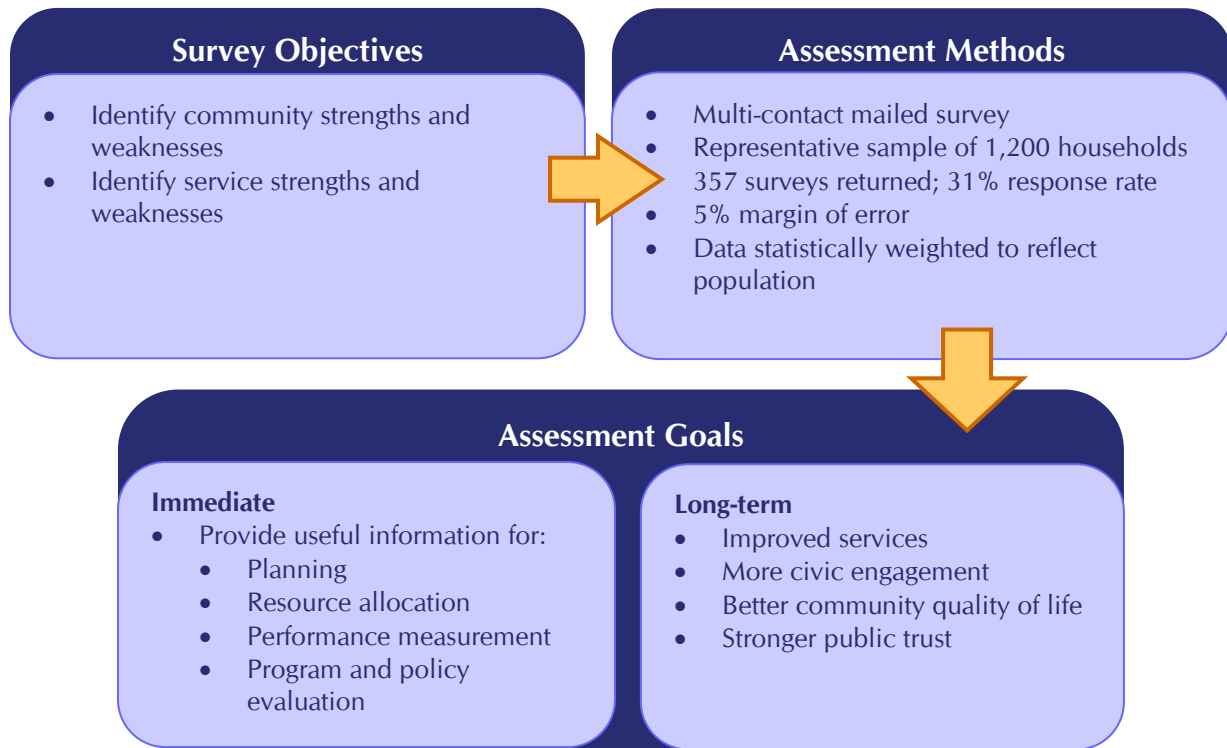
Appendix C: Survey Materials..... 85

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 357 completed surveys were obtained, providing an overall response rate of 31%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

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

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the City of Coronado Survey (357 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

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

Benchmark Comparisons

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

The City of Coronado chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (Resort communities with populations less than 55,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Coronado survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available (those asked on an "excellent", "good", "fair", "poor" scale), the City of Coronado results could be noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Coronado's rating to the benchmark.

“Don’t Know” Responses and Rounding

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Coronado survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all residents experienced a good quality of life in the City of Coronado and believed the City was a good place to live. The overall quality of life in the City of Coronado was rated as “excellent” or “good” by 98% of respondents. A majority reported they plan on staying in the City of Coronado for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were the overall image or reputation of Coronado, overall appearance of Coronado, and the cleanliness of Coronado. Among the characteristics receiving the least positive ratings were traffic flow on major streets, the availability of affordable quality child care, and the amount of public parking.

Ratings of community characteristics were compared to the benchmark database. Of the 24 characteristics for which comparisons were available, 18 were much above the national benchmark comparison, two were above, three were similar to the national benchmark comparison and one was below.

Residents in the City of Coronado were somewhat civically engaged. While 32% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% had provided help to a friend or neighbor. Close to half had volunteered their time to some group or activity in the City of Coronado, which was similar to the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Coronado as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Coronado in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 30 services for which comparisons were available, 28 were much above the benchmark comparison, one was similar to the benchmark comparison and one was below.

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

- Fire Services
- Recycling
- Street cleaning
- City parks
- Land use, planning and zoning

All of these services were much above the benchmark and the City of Coronado should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Almost all City of Coronado’s residents gave high ratings to their neighborhoods and the community as a place to live. Most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

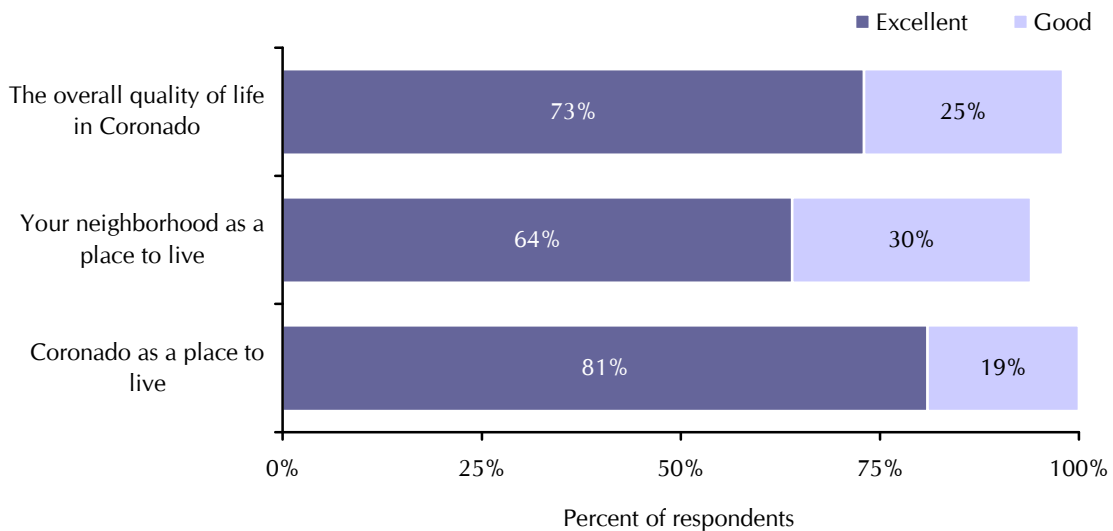


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

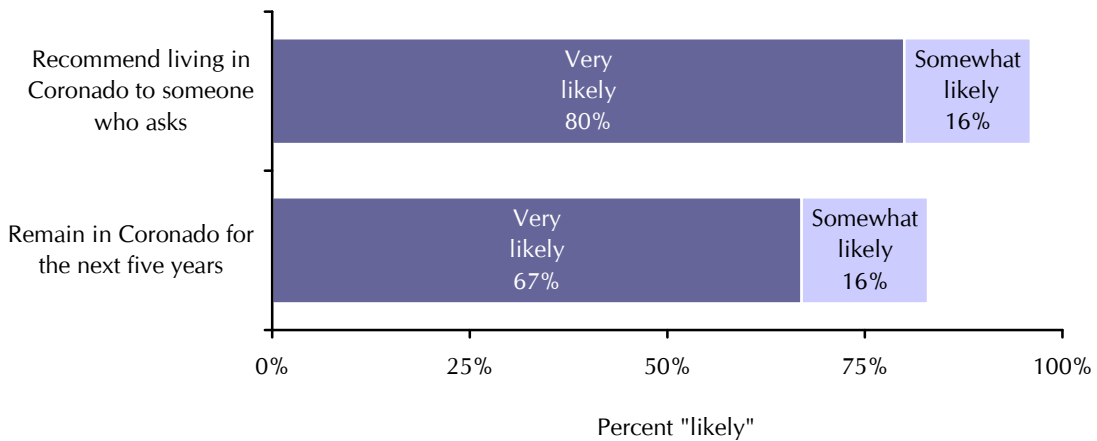


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Overall quality of life in Coronado	Much above	Much above
Your neighborhood as place to live	Much above	Much above
Coronado as a place to live	Much above	Much above
Recommend living in Coronado to someone who asks	Much above	Much above
Remain in Coronado for the next five years	Above	Above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile.

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking was given the most positive rating, followed by ease of bicycle travel in Coronado.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

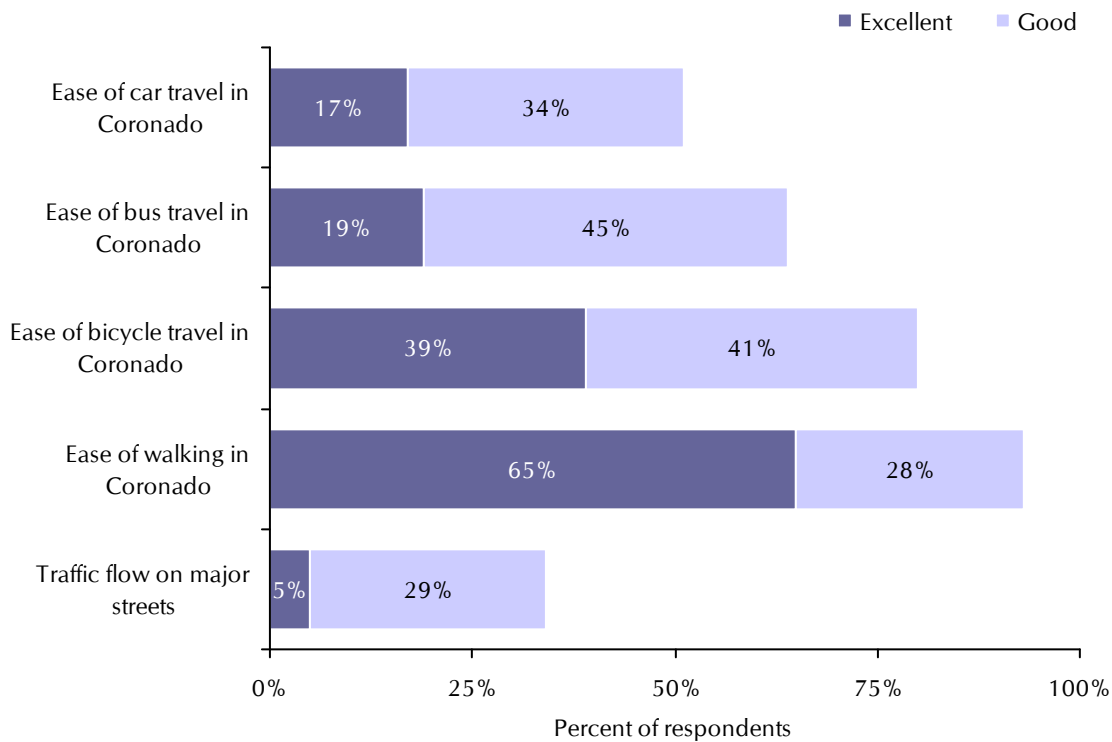


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Ease of car travel in Coronado	Similar	Similar
Ease of bus travel in Coronado	Much above	Much above
Ease of bicycle travel in Coronado	Much above	Much above
Ease of walking in Coronado	Much above	Much above
Traffic flow on major streets	Much below	Below

Seven transportation services were rated in Coronado. As compared to most communities across America, ratings tended to be favorable. Five were much above the benchmarks and one was similar compared to the benchmarks. Traffic signal timing was rated below the national comparison but was similar to the custom benchmark comparison.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

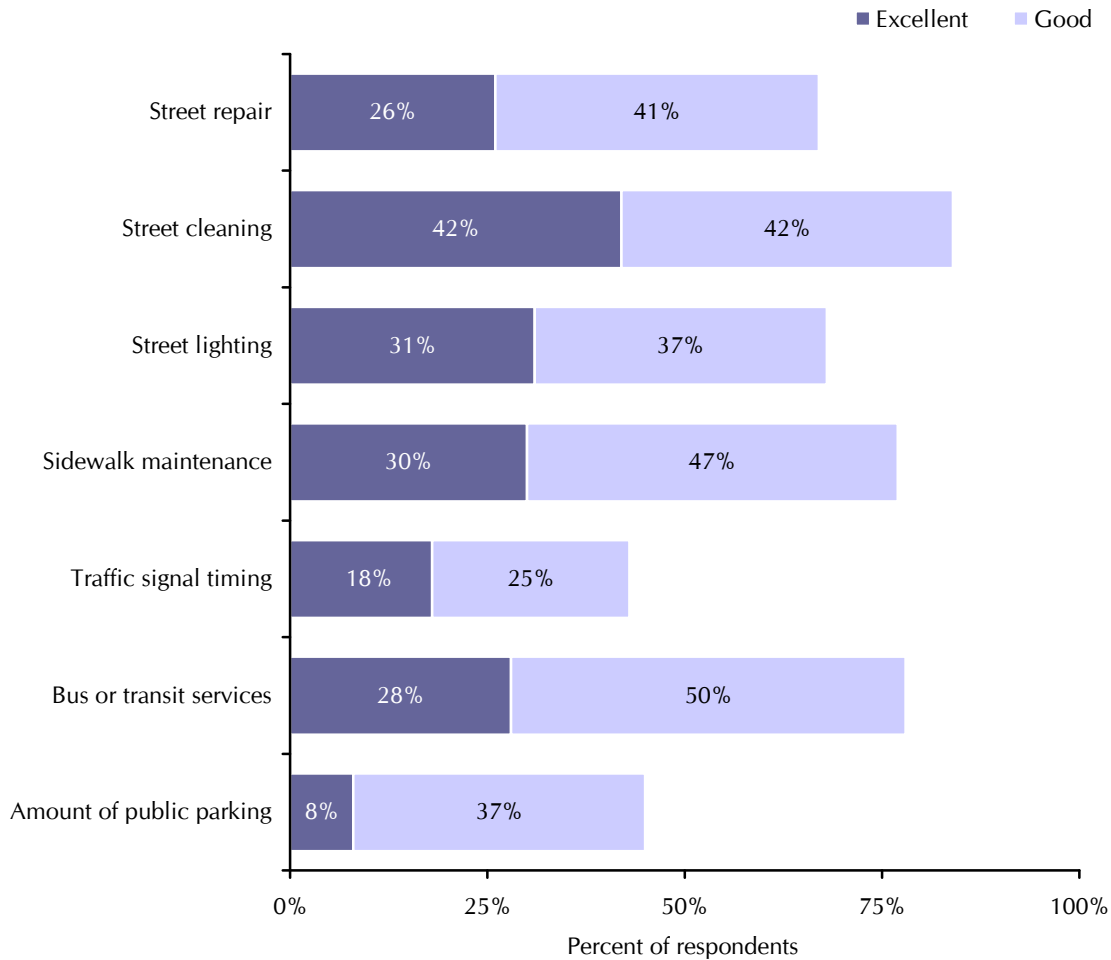


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Street repair	Much above	Much above
Street cleaning	Much above	Much above
Street lighting	Much above	Much above
Sidewalk maintenance	Much above	Much above
Traffic signal timing	Below	Similar
Bus or transit services	Much above	Much above
Amount of public parking	Similar	Similar

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 2% of work commute trips were made by transit, 8% by bicycle and 3% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

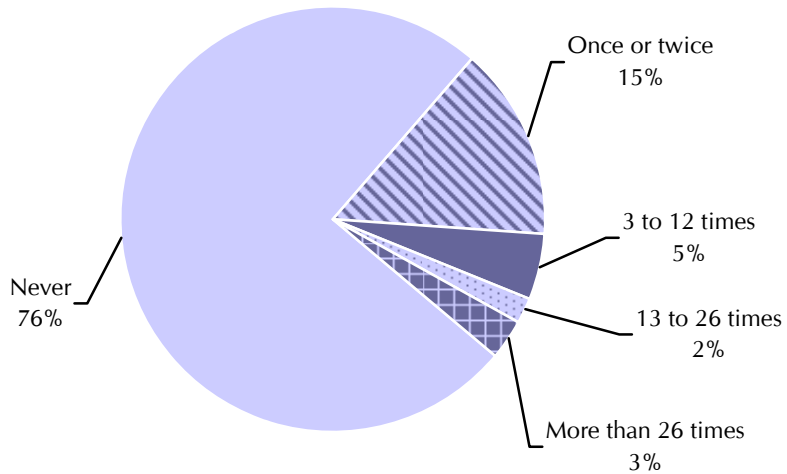


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Ridden a local bus within Coronado	Similar	Less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

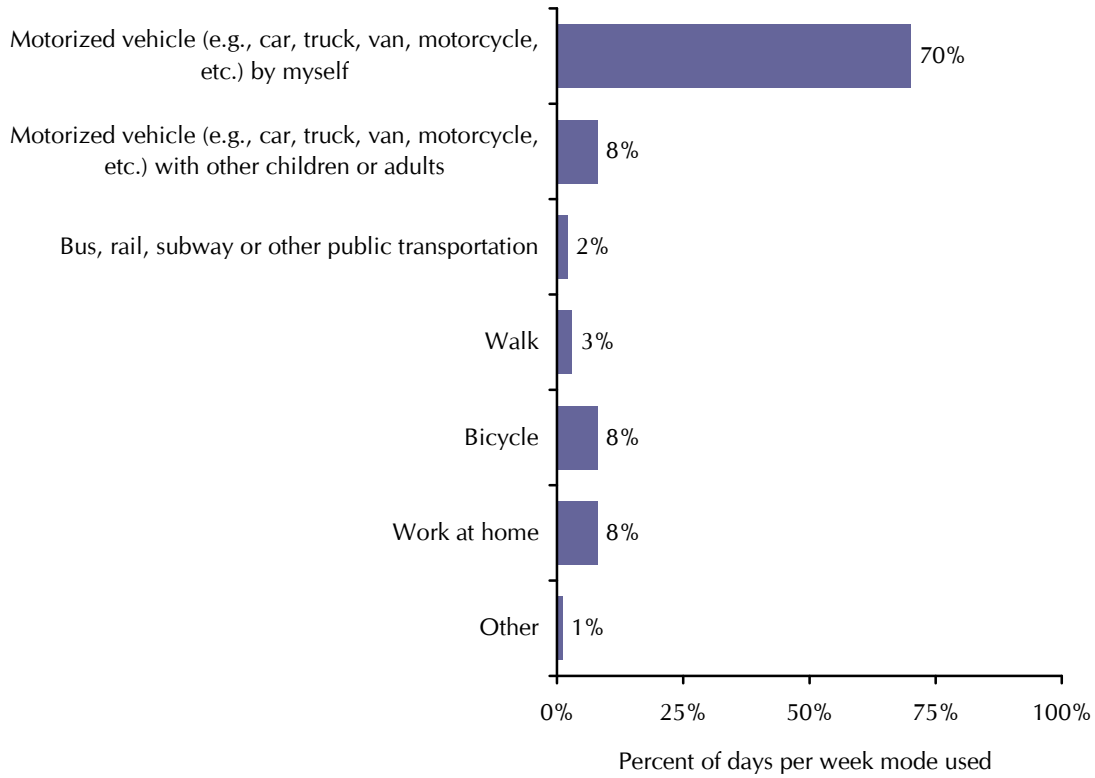


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Average percent of work commute trips made by driving alone	Less	Similar

Housing

The importance of affordable housing is well known. In places where there are too few options for housing style and affordability, the characteristics of a community may tilt toward a single group, to the exclusion of some professionals, young families and service workers that help sustain a community. Often times these workers must live elsewhere or pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

To augment the perceptions of affordable housing in Coronado, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Coronado experiencing housing cost stress. Only 27% of survey participants were found to pay housing costs of more than 30% of their monthly household income, which is much less (i.e., more favorable) than both benchmark comparisons.

FIGURE 14: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

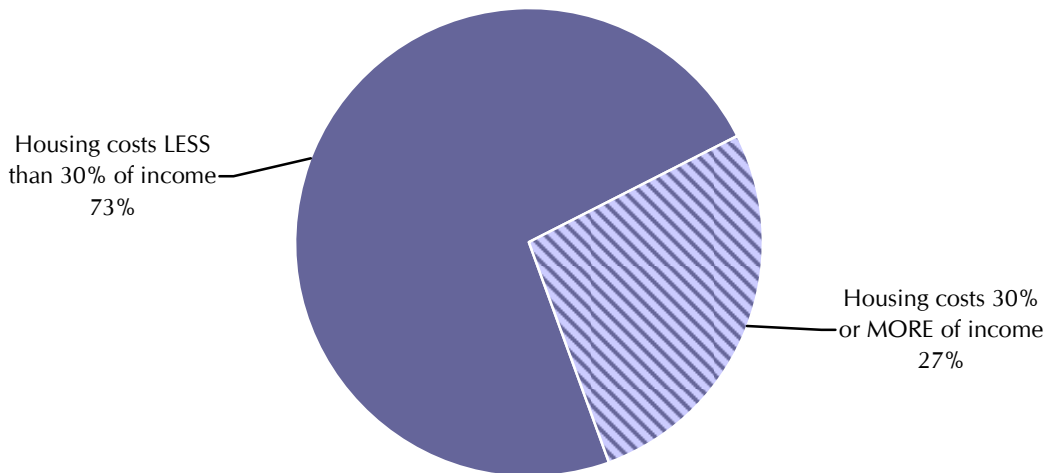


FIGURE 15: HOUSING COSTS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less	Much less

Land Use and Zoning

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

The overall quality of new development in the City of Coronado was rated as “excellent” by 37% of respondents and as “good” by an additional 45%. The overall appearance of Coronado was rated as “excellent” or “good” by 96% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Coronado, 5% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmarks.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

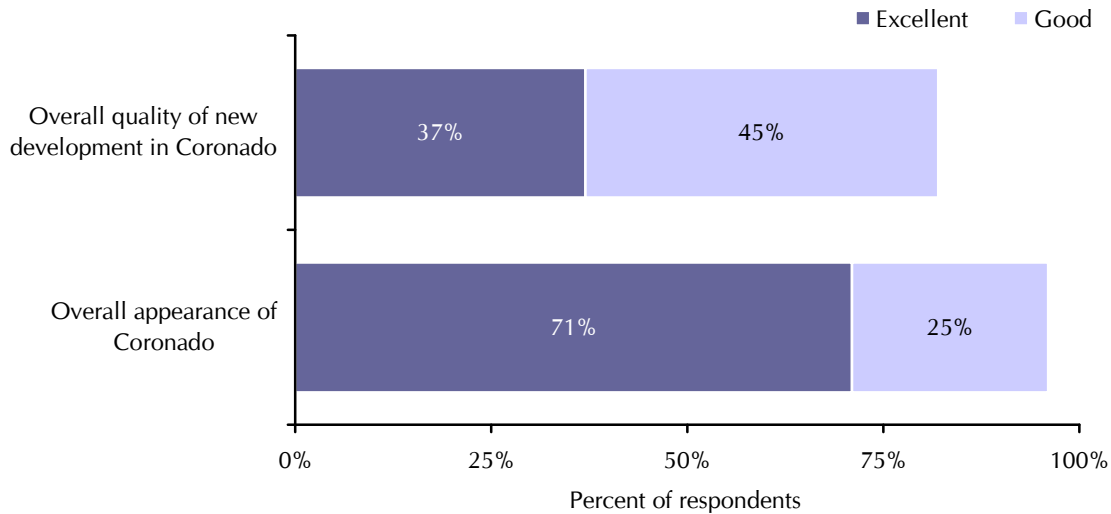


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Quality of new development in Coronado	Much above	Much above
Overall appearance of Coronado	Much above	Much above

FIGURE 18: RATINGS OF POPULATION GROWTH

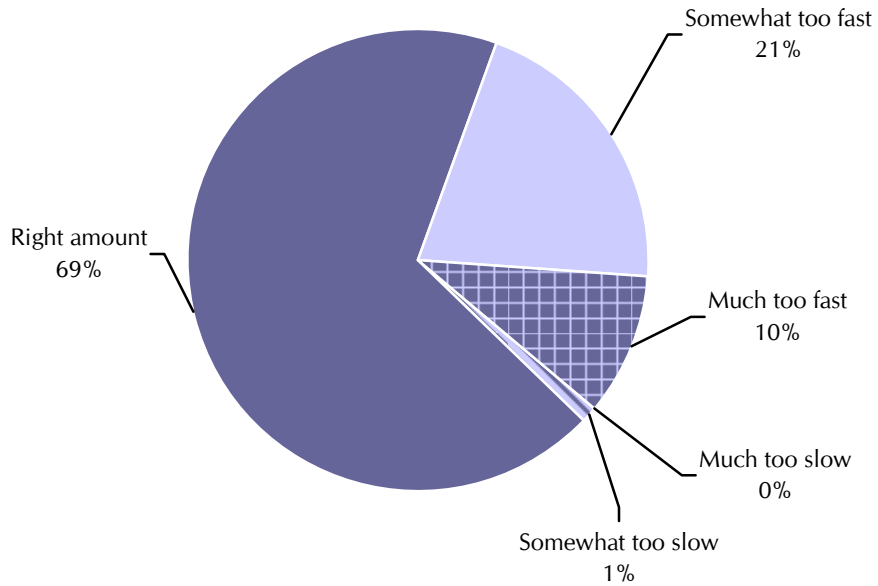


FIGURE 19: POPULATION GROWTH BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Population growth seen as too fast	Much less	Much less

FIGURE 20: RATINGS OF NUISANCE PROBLEMS

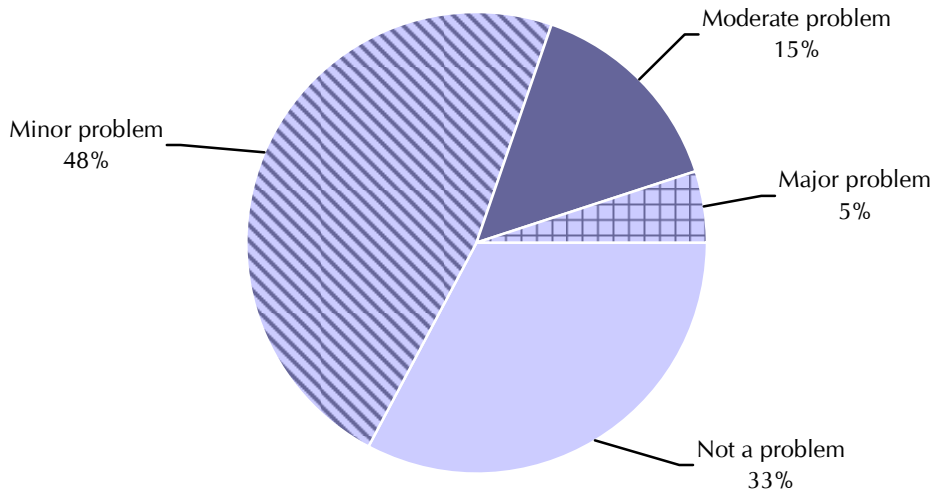


FIGURE 21: NUISANCE PROBLEMS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Much less

FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

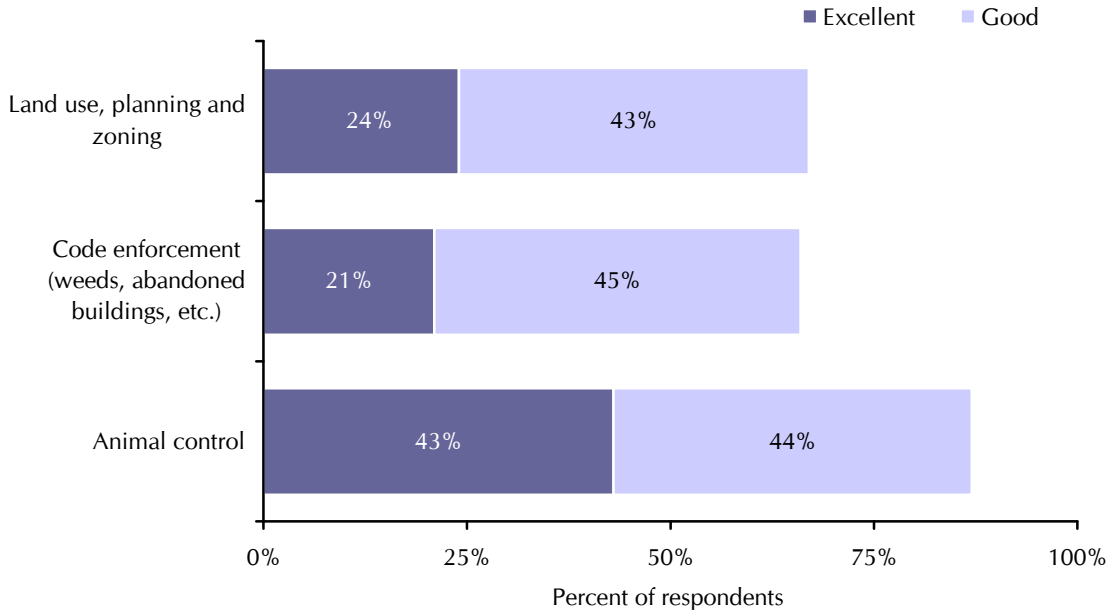


FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above	Much above
Animal control	Much above	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated feature was the overall quality of business and service establishments. Receiving the lowest rating was shopping opportunities.

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

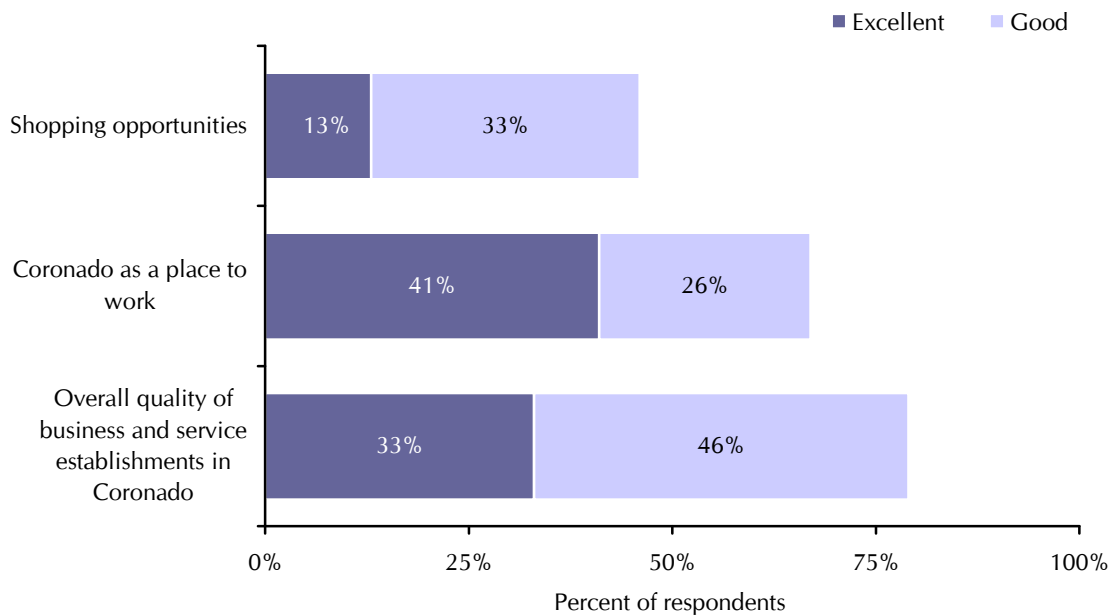


FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Shopping opportunities	Similar	Similar
Coronado as a place to work	Much above	Much above
Overall quality of business and service establishments in Coronado	Much above	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Coronado, 73% responded that it was “too slow,” while 37% reported retail growth as “too slow.” About the same number of residents in Coronado compared to other jurisdictions believed that retail growth was too slow.

FIGURE 26: RATINGS OF RETAIL AND JOBS GROWTH

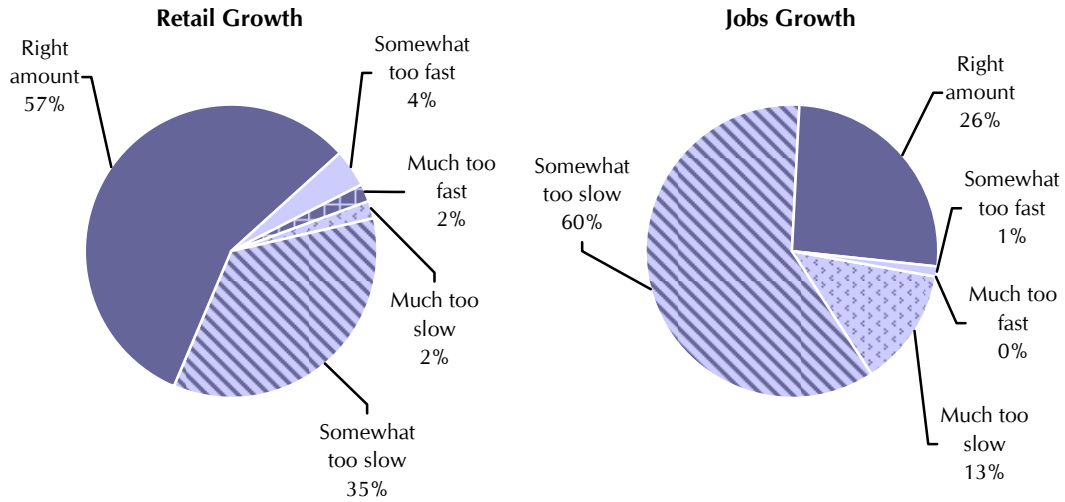


FIGURE 27: RETAIL AND JOBS GROWTH BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Retail growth seen as too slow	Similar	Similar
Jobs growth seen as too slow	Similar	Less

Residents were asked to reflect on their economic prospects in the near term. Fifteen percent of the City of Coronado residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 35% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 28: RATINGS OF PERSONAL ECONOMIC FUTURE

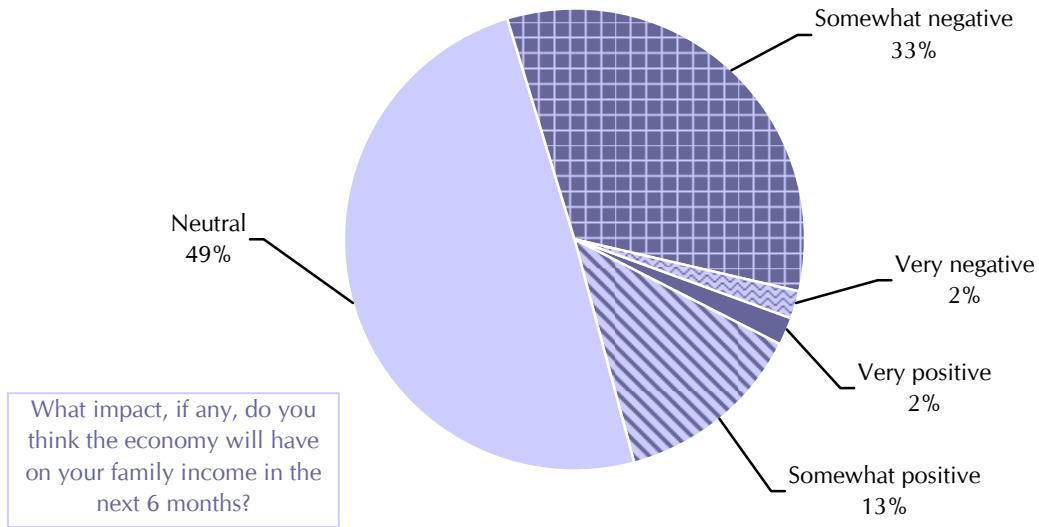


FIGURE 29: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Positive impact of economy on household income	Similar	Similar

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Coronado. About 98% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 86% felt “very” or “somewhat” safe from environmental hazards.

FIGURE 30: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

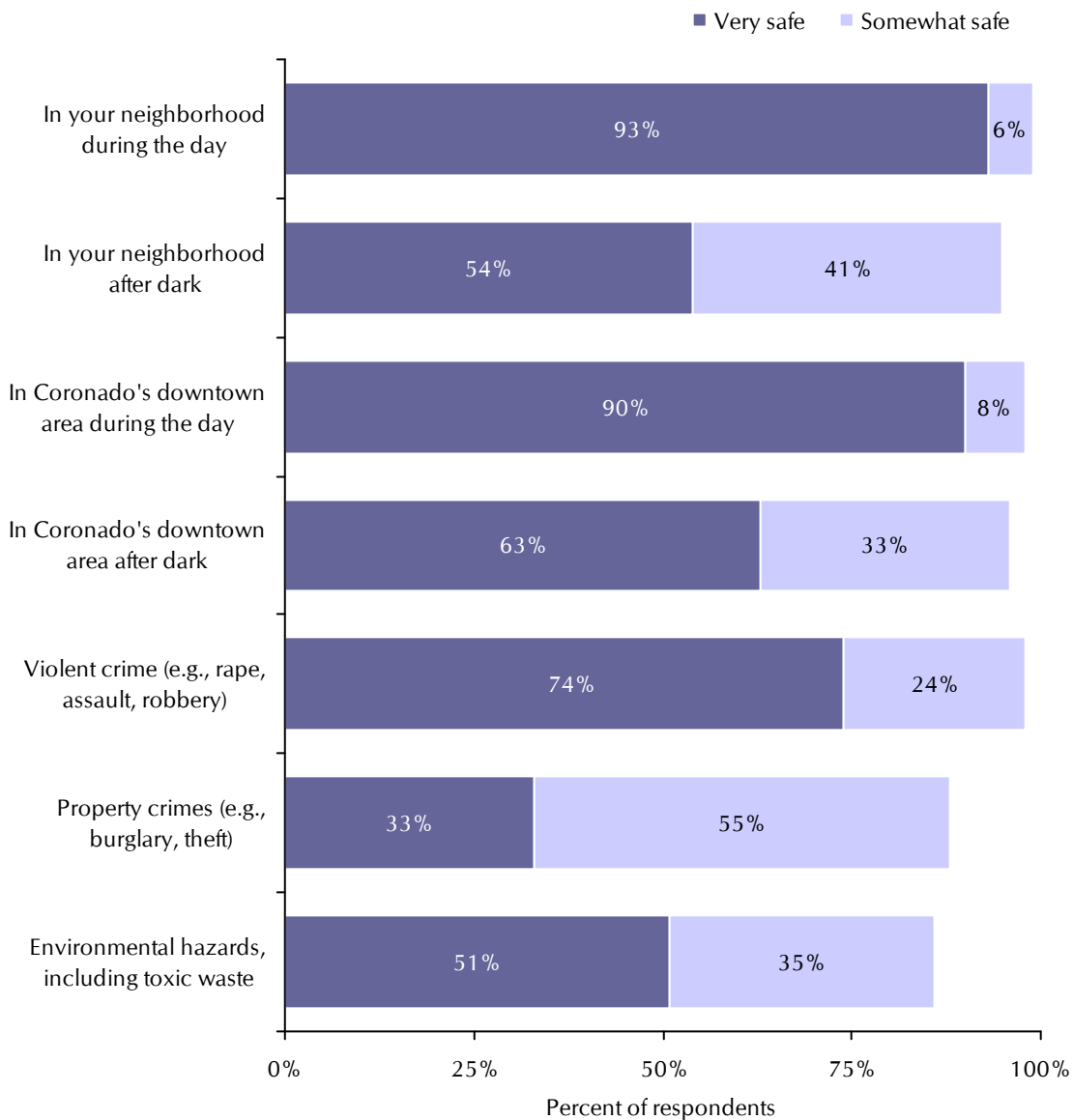


FIGURE 31: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
In your neighborhood during the day	Much above	Much above
In your neighborhood after dark	Much above	Much above
In Coronado's downtown area during the day	Much above	Much above
In Coronado's downtown area after dark	Much above	Much above
Violent crime (e.g., rape, assault, robbery)	Much above	Much above
Property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

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

FIGURE 32: CRIME VICTIMIZATION AND REPORTING

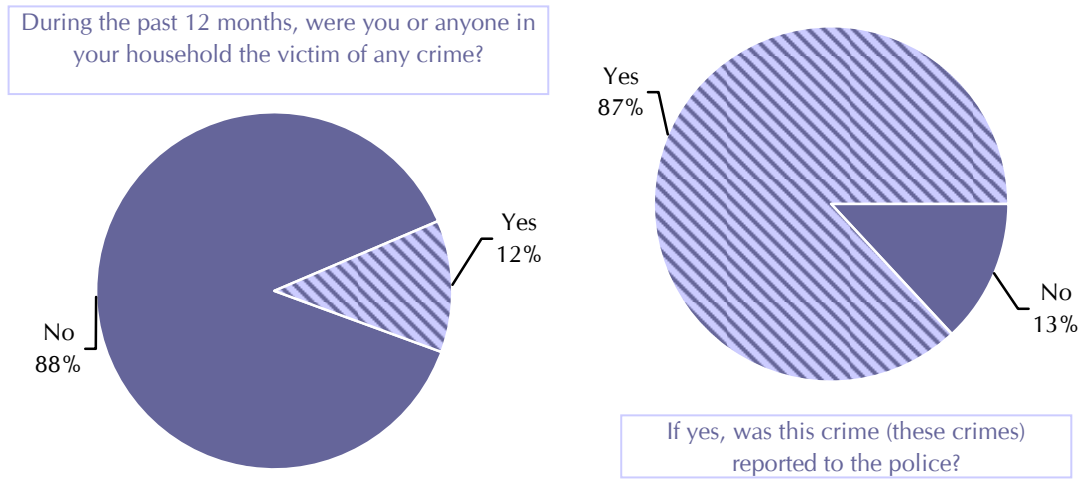


FIGURE 33: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Victim of crime	Similar	Similar
Reported crimes	Much more	Much more

Residents rated eight City public safety services; of these, seven were rated much above both benchmark comparisons. Traffic enforcement was rated similar compared to the national comparison and was above the custom comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 34: RATINGS OF PUBLIC SAFETY SERVICES

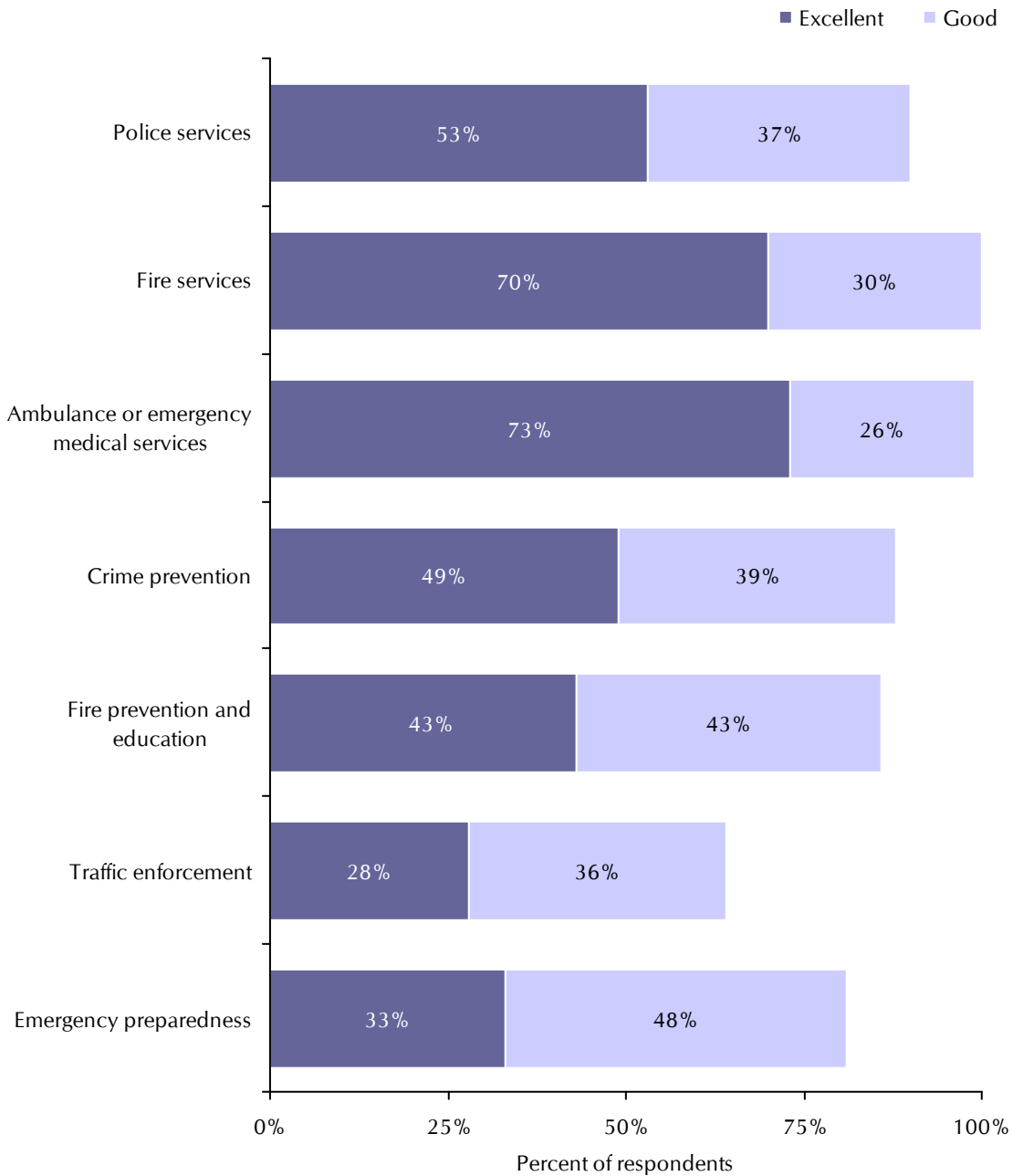


FIGURE 35: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Police services	Much above	Much above
Fire services	Much above	Much above
Ambulance or emergency medical services	Much above	Much above
Crime prevention	Much above	Much above
Fire prevention and education	Much above	Much above
Traffic enforcement	Similar	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above	Much above

FIGURE 36: CONTACT WITH POLICE DEPARTMENT

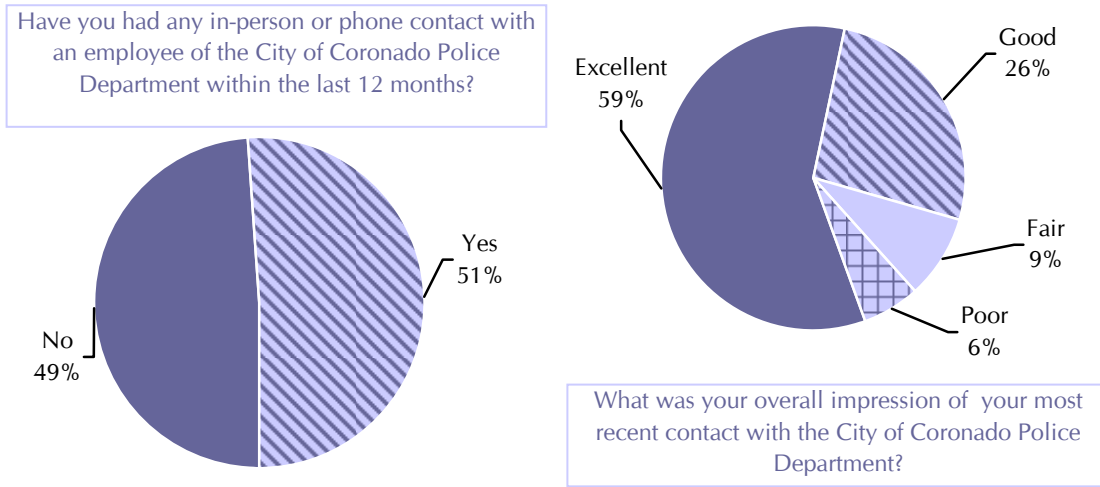


FIGURE 37: CONTACT WITH FIRE DEPARTMENT

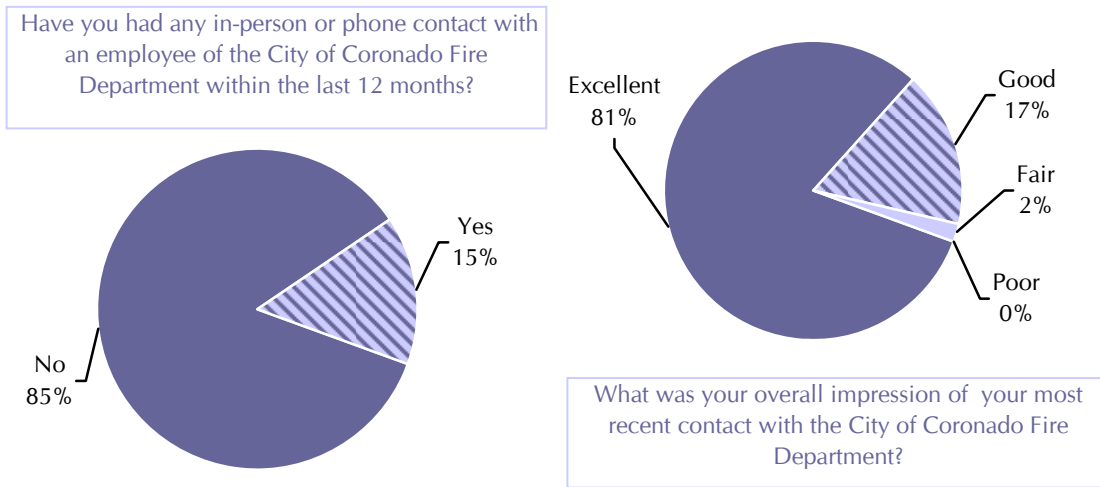


FIGURE 38: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Had contact with the City of Coronado Police Department	Much more	Much more
Overall impression of most recent contact with the City of Coronado Police Department	Much above	Much above
Had contact with the City of Coronado Fire Department	Similar	Not available
Overall impression of most recent contact with the City of Coronado Fire Department	Much above	Much above

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the City of Coronado were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 90% of survey respondents. The cleanliness of Coronado received the highest rating, and it was much above the benchmarks.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

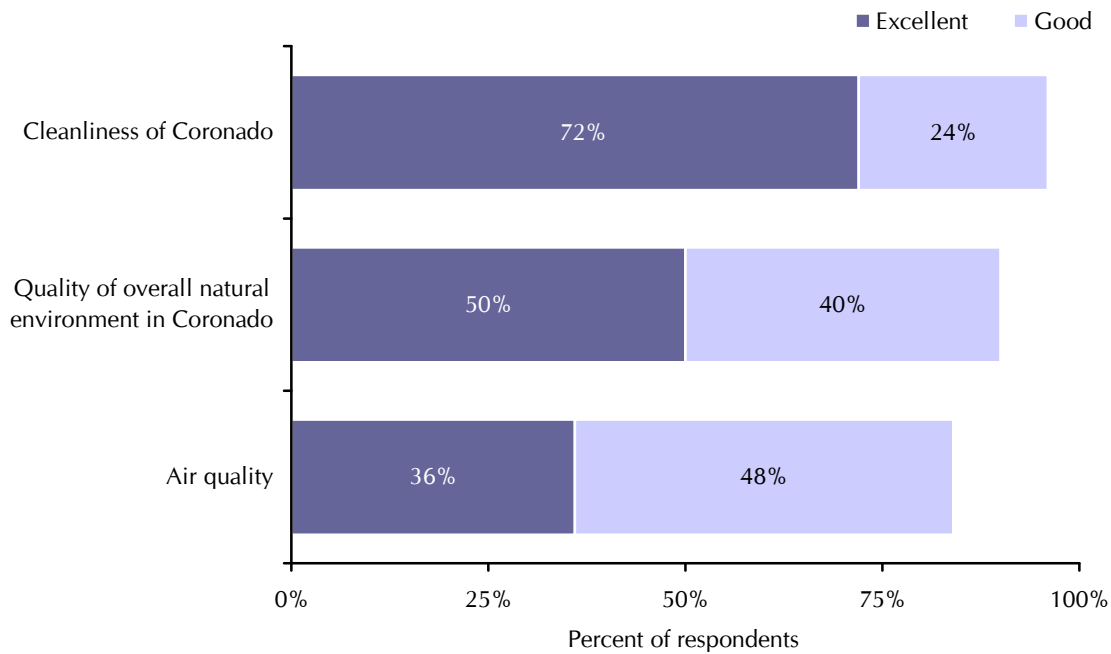


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Cleanliness of Coronado	Much above	Much above
Quality of overall natural environment in Coronado	Much above	Much above
Air quality	Much above	Above

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

FIGURE 41: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

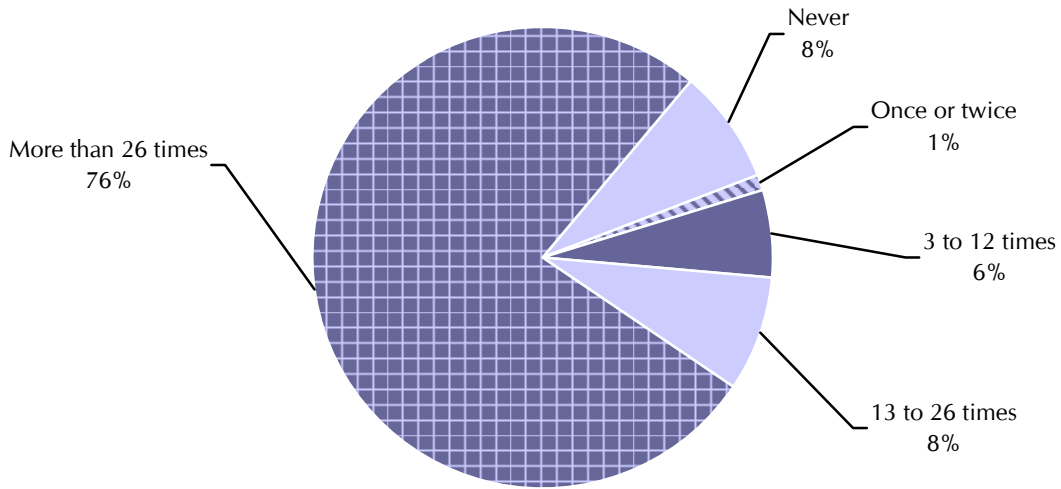


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the six utility services rated by those completing the questionnaire, all were much higher than the benchmark comparisons.

FIGURE 43: RATINGS OF UTILITY SERVICES

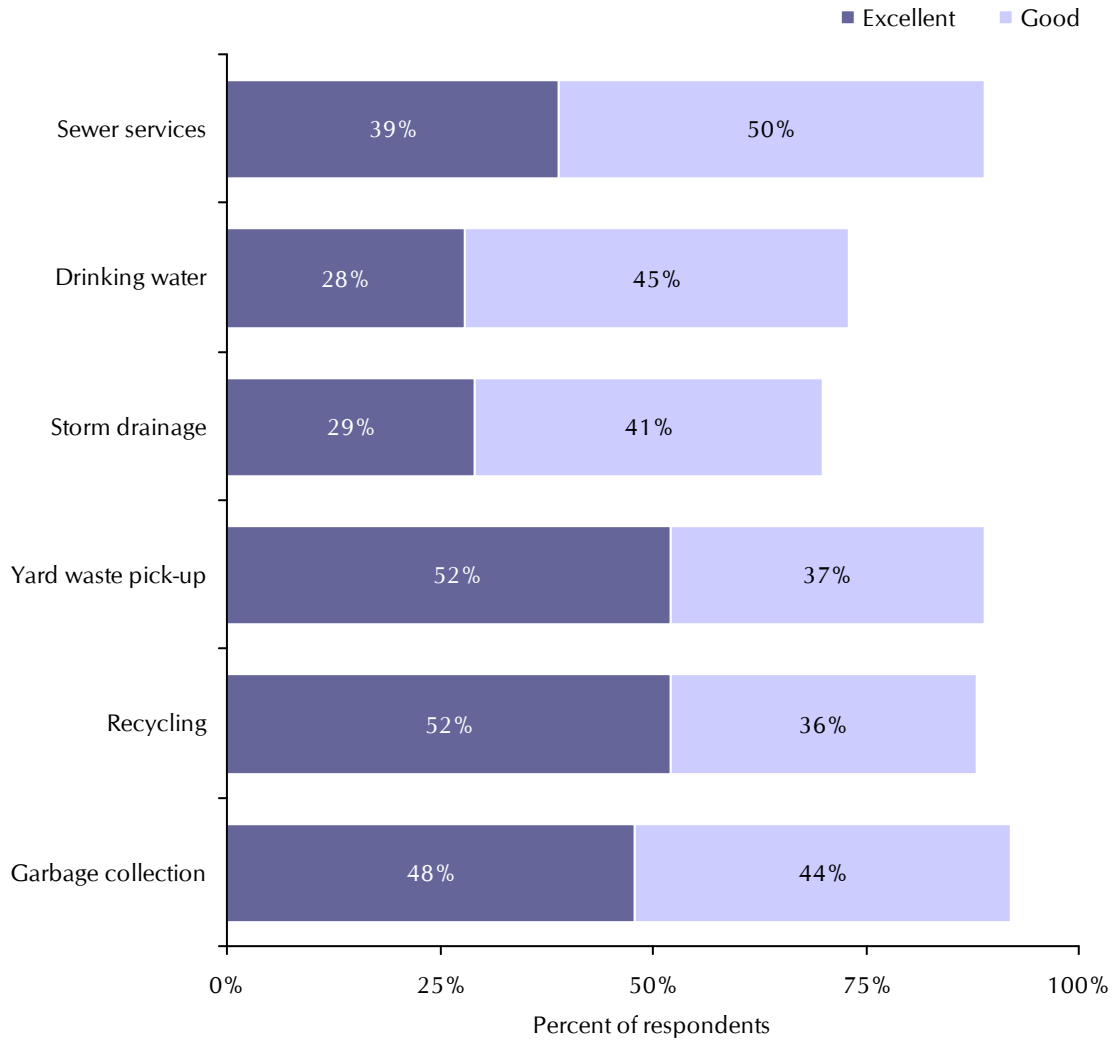


FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Sewer services	Much above	Much above
Drinking water	Much above	Much above
Storm drainage	Much above	Much above
Yard waste pick-up	Much above	Much above
Recycling	Much above	Much above
Garbage collection	Much above	Much above

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Coronado were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated much higher than the benchmarks.

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

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

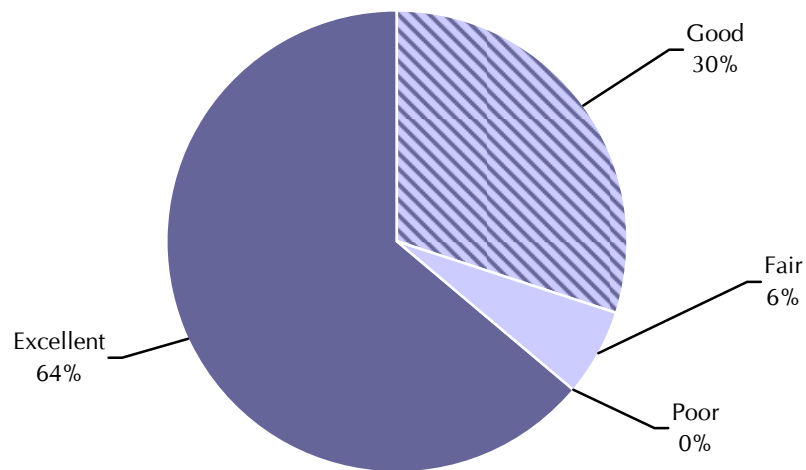


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Recreation opportunities	Much above	Much above

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

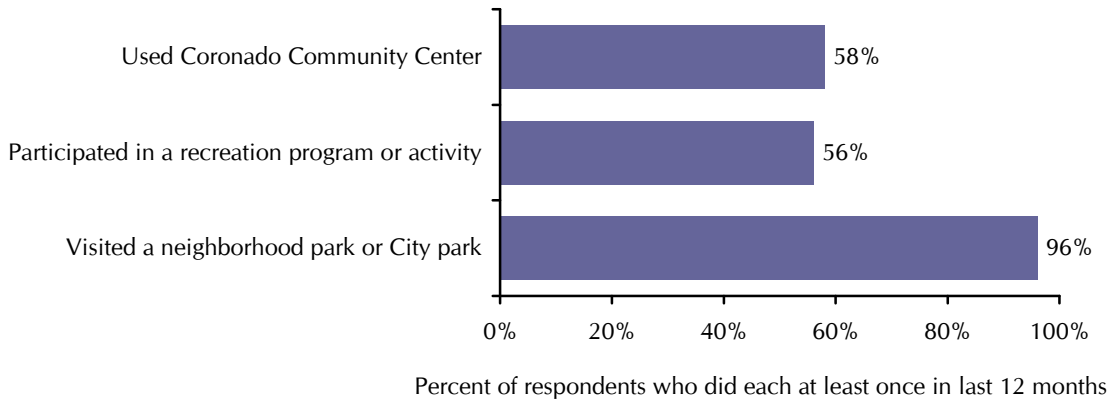


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Used Coronado Community Center	Similar	Similar
Participated in a recreation program or activity	Much more	Much more
Visited a neighborhood park or City park	Much more	Much more

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES

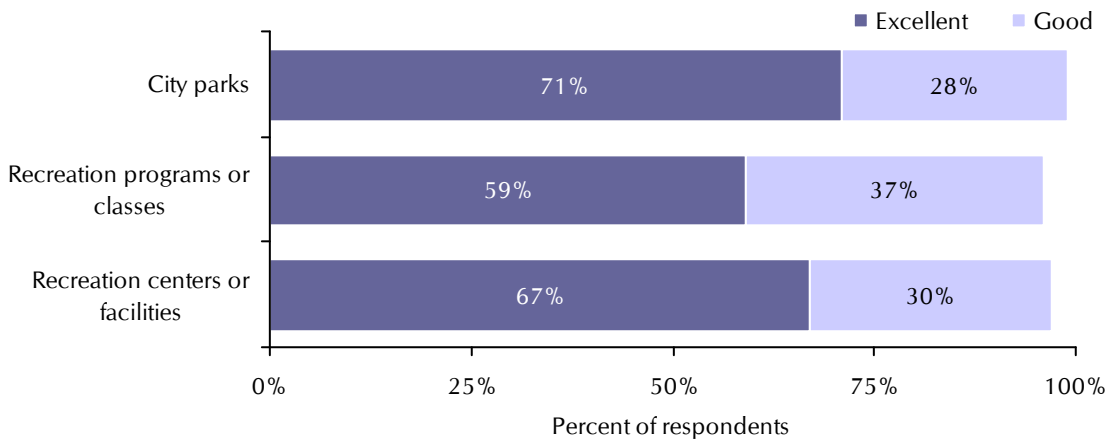


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
City parks	Much above	Much above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much above

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 67% of respondents. Educational opportunities were rated as “excellent” or “good” by 84% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities.

About 81% of Coronado residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

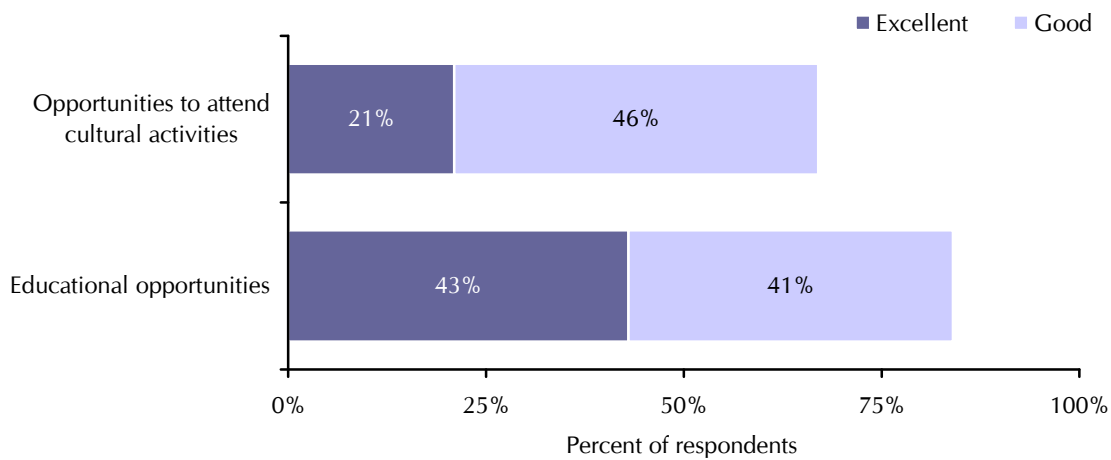


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

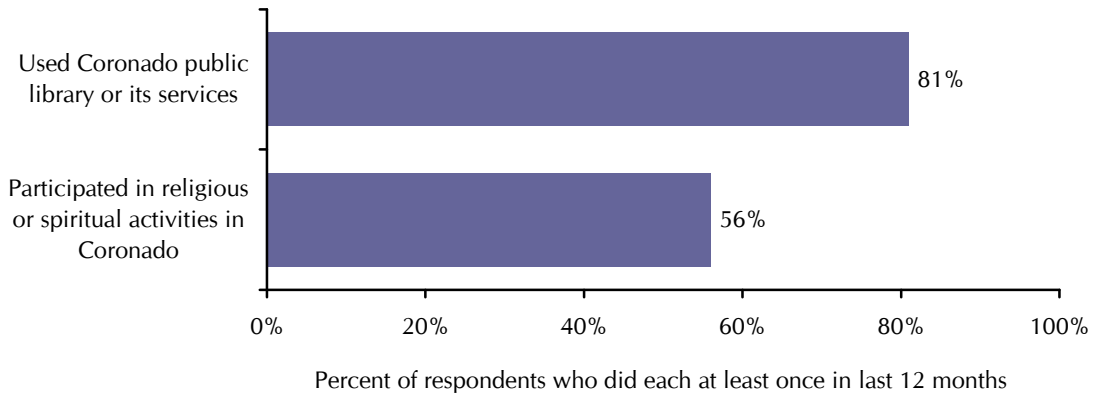


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Used Coronado public library or its services	Much more	Much more
Participated in religious or spiritual activities in Coronado	Similar	More

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

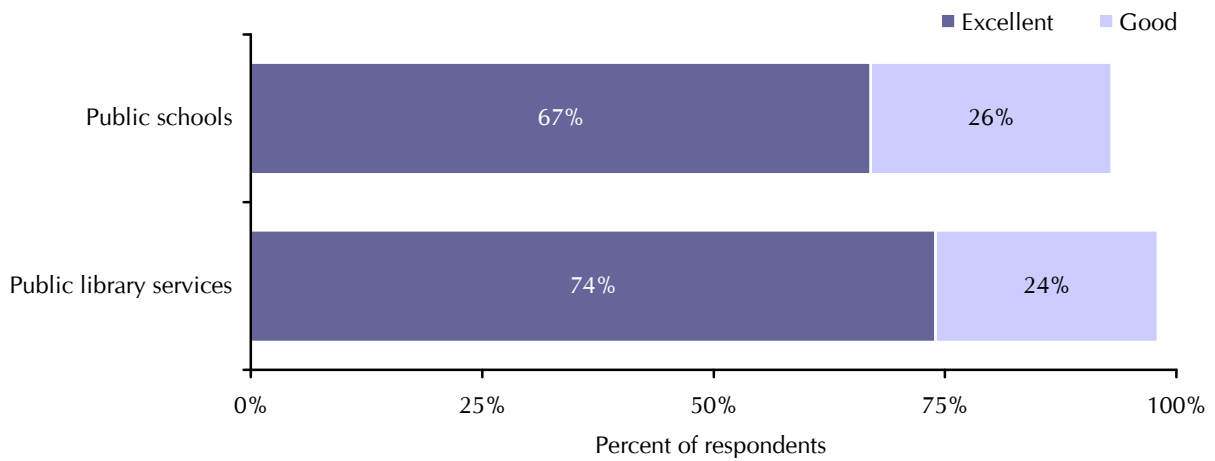


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Public schools	Much above	Much above
Public library services	Much above	Much above

Health and Wellness

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

Among Coronado residents, 23% rated affordable quality health care as “excellent” while 44% rated it as “good.” Those ratings were much above the ratings of comparison communities.

FIGURE 57: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

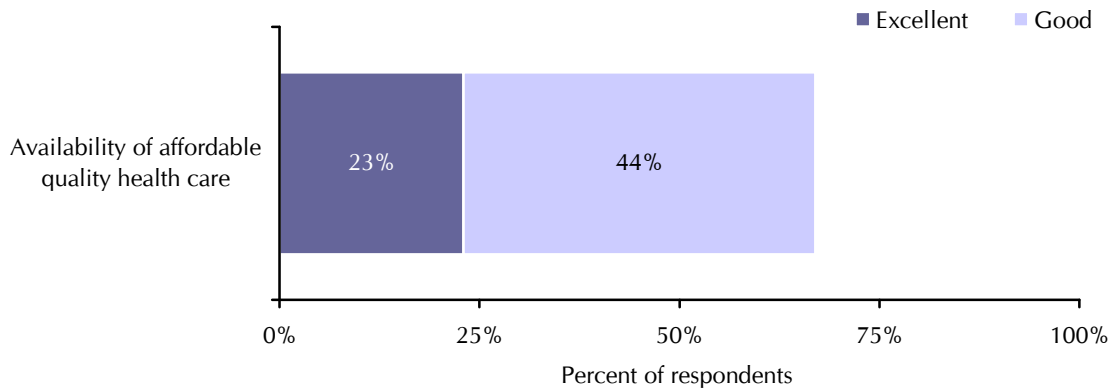


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Availability of affordable quality health care	Much above	Much above

COMMUNITY INCLUSIVENESS

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

Almost all residents rated the City of Coronado as an “excellent” or “good” place to raise kids and almost all rated it as an excellent or good place to retire. About 93% of residents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt the City of Coronado was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmarks.

FIGURE 59: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

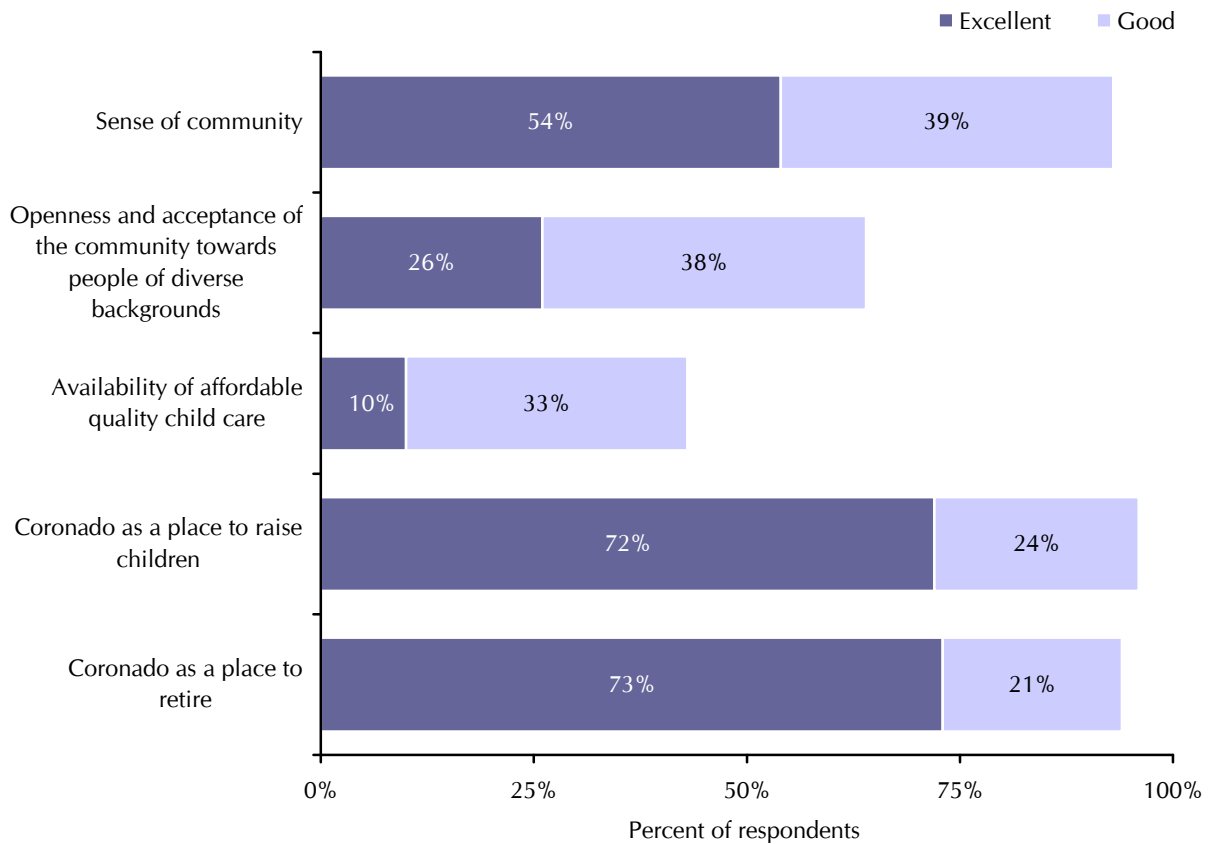


FIGURE 60: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Sense of community	Much above	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Above	Much above
Coronado as a place to raise kids	Much above	Much above
Coronado as a place to retire	Much above	Much above

Services to more vulnerable populations (e.g., seniors or youth) were rated as “excellent” or “good” by about nine out of ten residents and were much above the benchmark comparisons.

FIGURE 61: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

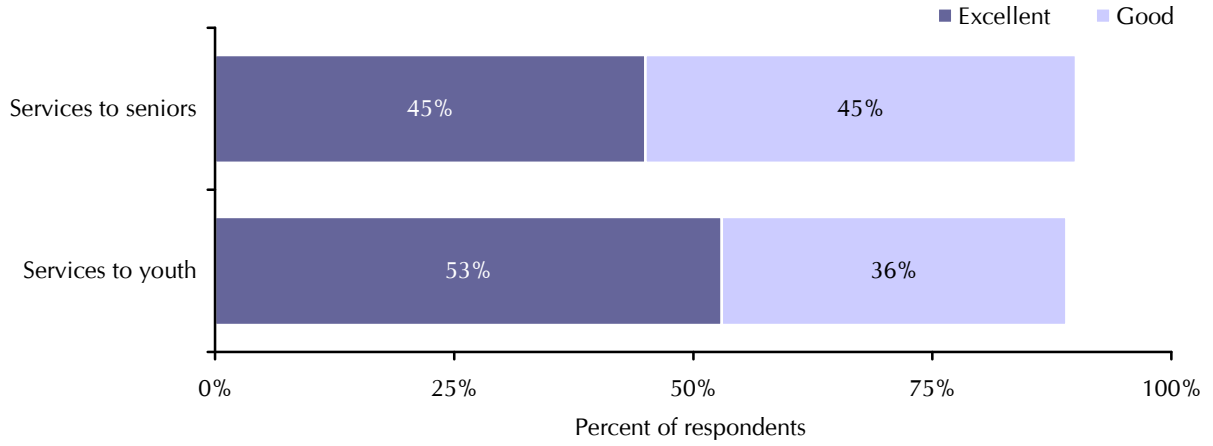


FIGURE 62: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Services to seniors	Much above	Much above
Services to youth	Much above	Much above

CIVIC ENGAGEMENT

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

Civic Activity

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

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

FIGURE 63: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

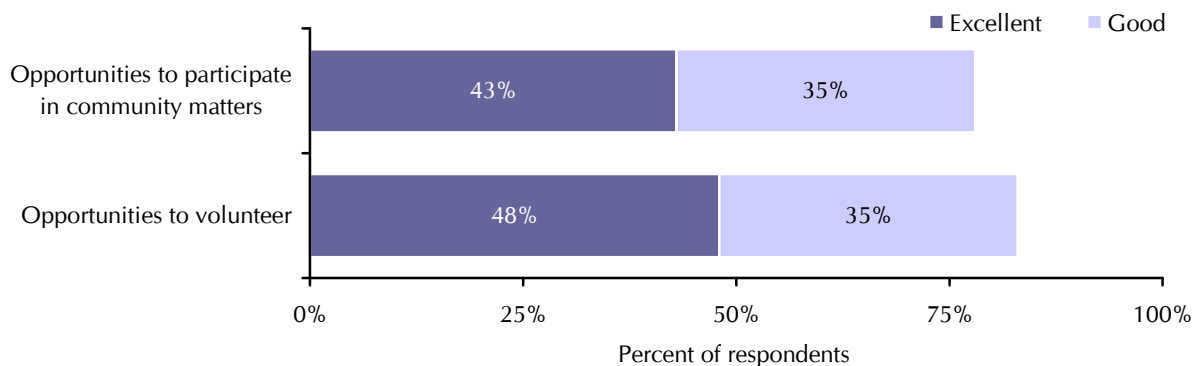


FIGURE 64: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Opportunities to participate in community matters	Much above	Much above
Opportunities to volunteer	Much above	Much above

Most of the participants in this survey had not attended a public meeting or watched a meeting of local elected officials, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had attended a meeting of local elected officials or other local public meeting was more than comparison communities and those that participated in a club or civic group was much more than comparison communities. Those who had watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media did so at a rate much less than comparison communities.

FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

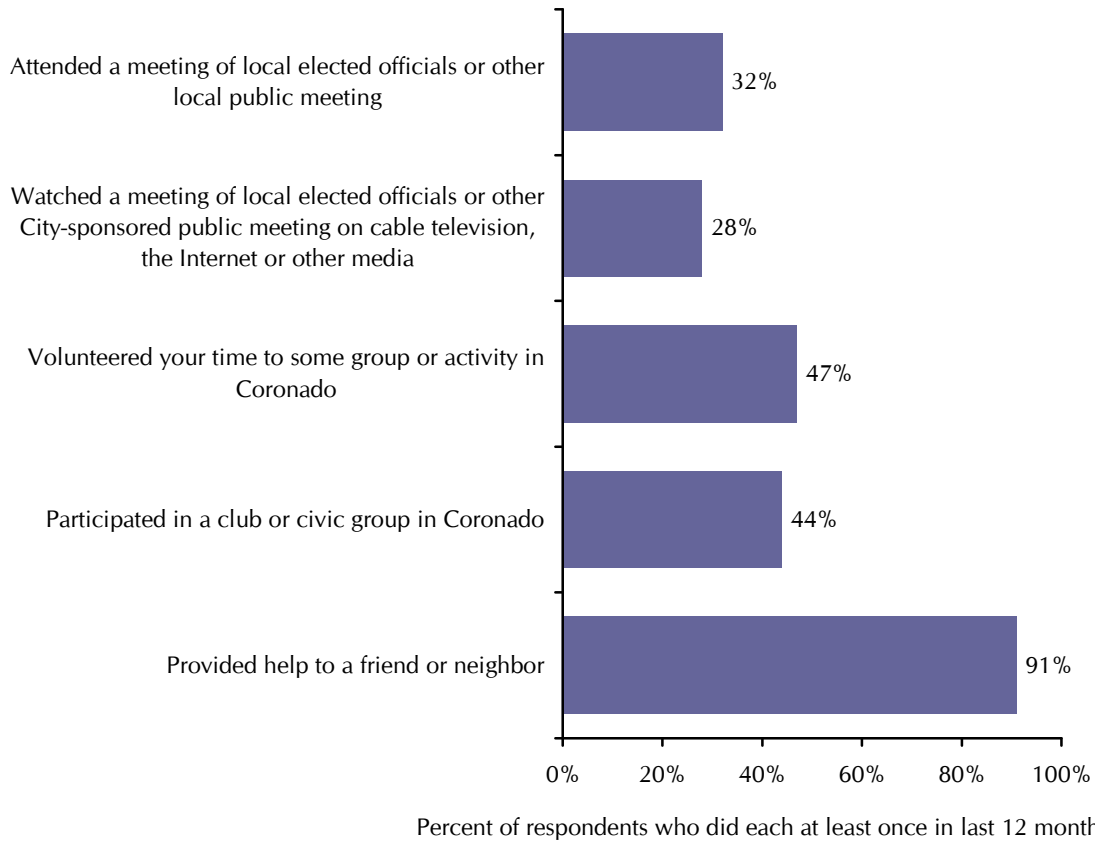


FIGURE 66: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Attended a meeting of local elected officials or other local public meeting	More	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less	Much less
Volunteered your time to some group or activity in Coronado	Similar	Similar
Participated in a club or civic group in Coronado	Much more	Much more
Provided help to a friend or neighbor	Less	Less

City of Coronado residents showed the largest amount of civic engagement in the area of electoral participation.

FIGURE 67: REPORTED VOTING BEHAVIOR

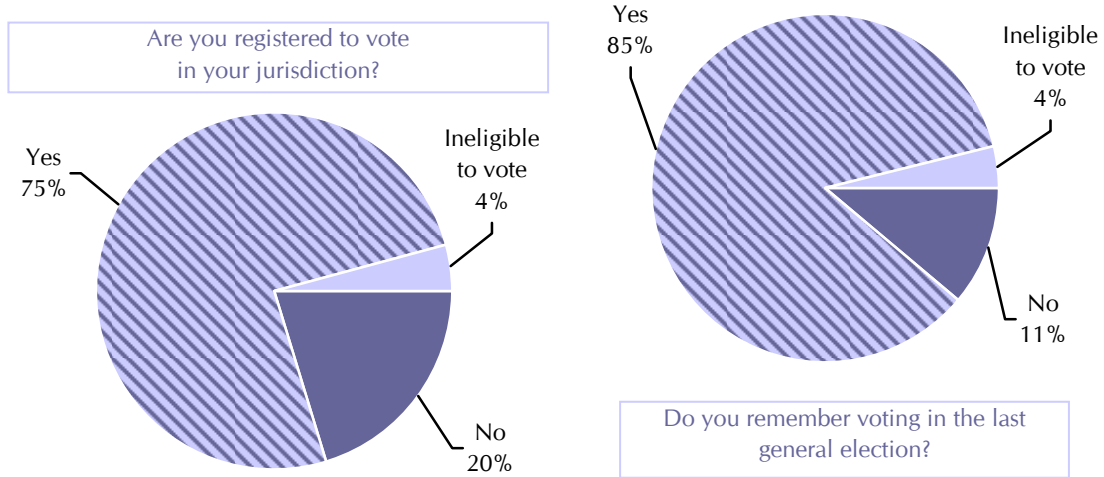


FIGURE 68: VOTING BEHAVIOR BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Registered to vote	Much less	Much less
Voted in last general election	Much more	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Coronado Web site in the previous 12 months, 65% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 69: USE OF INFORMATION SOURCES

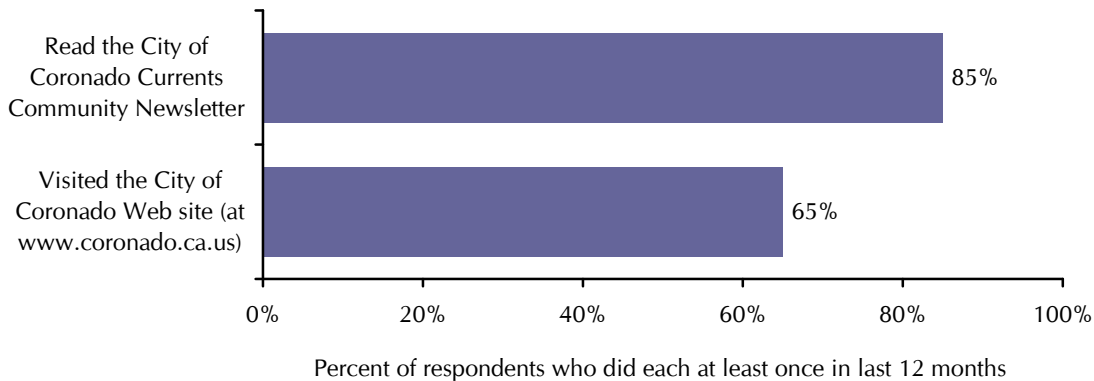


FIGURE 70: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Read the City of Coronado Currents Community Newsletter	More	More
Visited the City of Coronado Web site	More	Much more

FIGURE 71: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

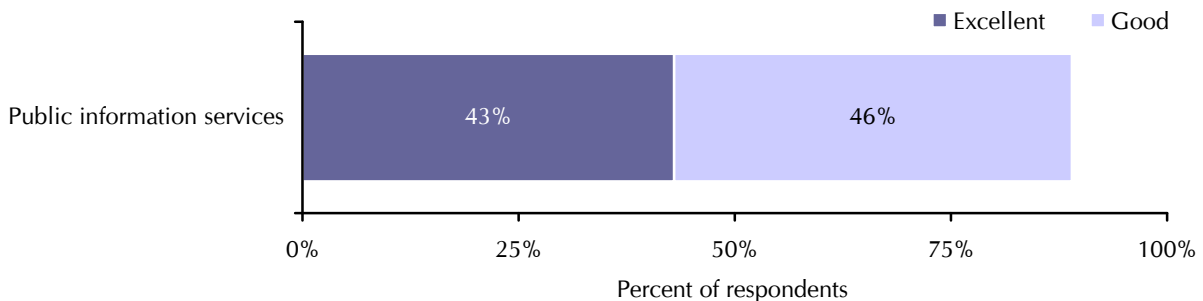


FIGURE 72: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Public information services	Much above	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 87% of respondents.

FIGURE 73: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

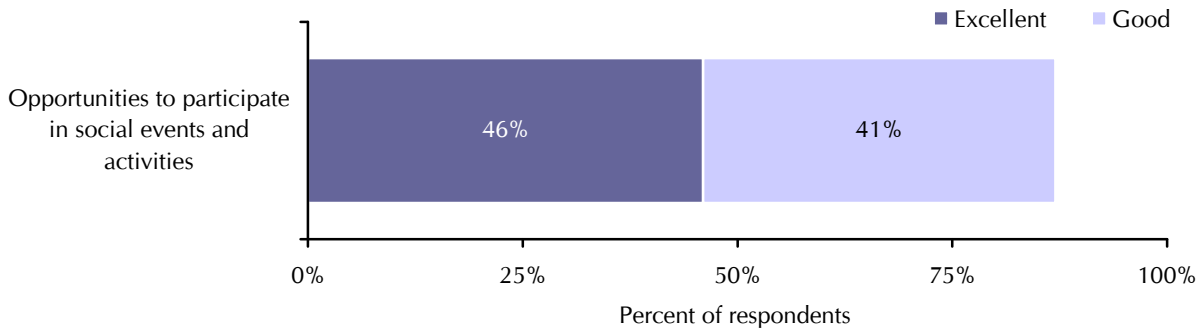


FIGURE 74: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Opportunities to participate in social events and activities	Much above	Much above

Residents in Coronado reported a strong amount of neighborliness. About 63% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS

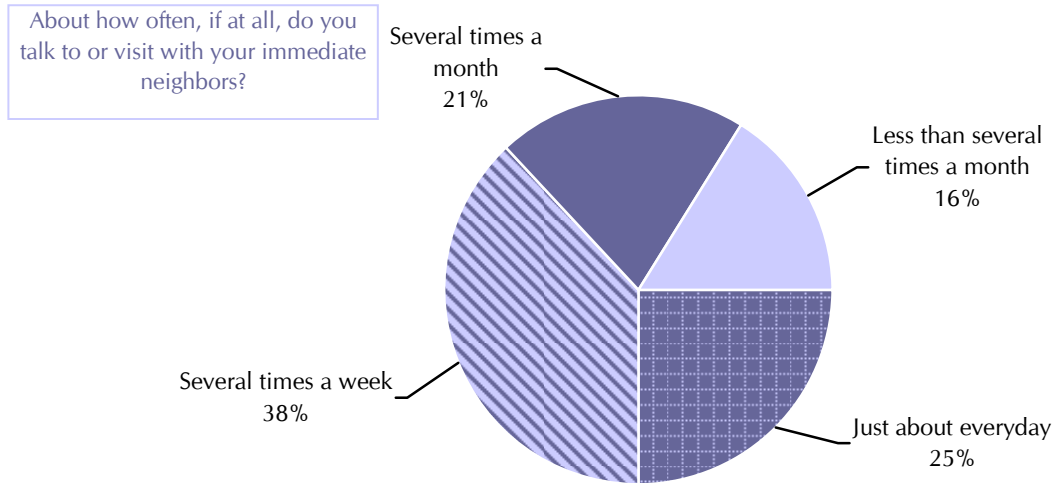


FIGURE 76: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Has contact with neighbors at least several times per week	Much more	Much more

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Coronado is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Coronado could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Coronado may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Coronado does at welcoming citizen involvement, 71% rated it as “excellent” or “good.” Of these four ratings, all were much above the benchmark.

FIGURE 77: PUBLIC TRUST RATINGS

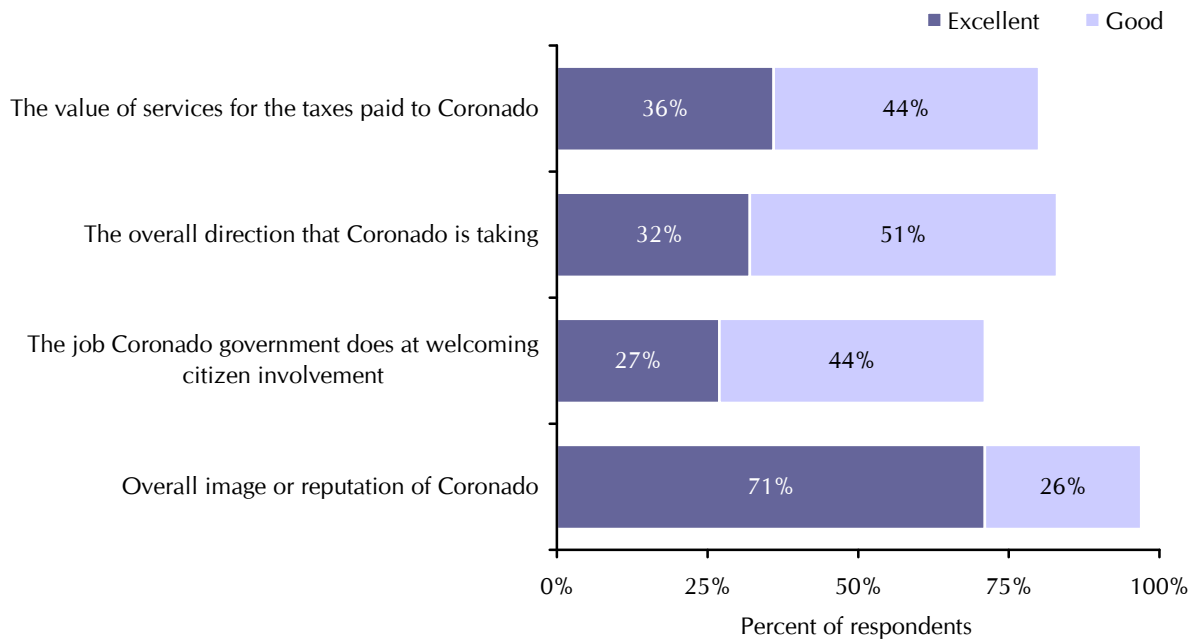


FIGURE 78: PUBLIC TRUST BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Value of services by the taxes paid to Coronado	Much above	Much above
The overall direction that Coronado is taking	Much above	Much above
Job Coronado government does at welcoming citizen involvement	Much above	Much above
Overall image or reputation of Coronado	Much above	Much above

On average, residents of the City of Coronado gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Coronado was rated as “excellent” or “good” by 95% of survey participants. The City of Coronado’s rating was much above the benchmark when compared to other communities.

FIGURE 79: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

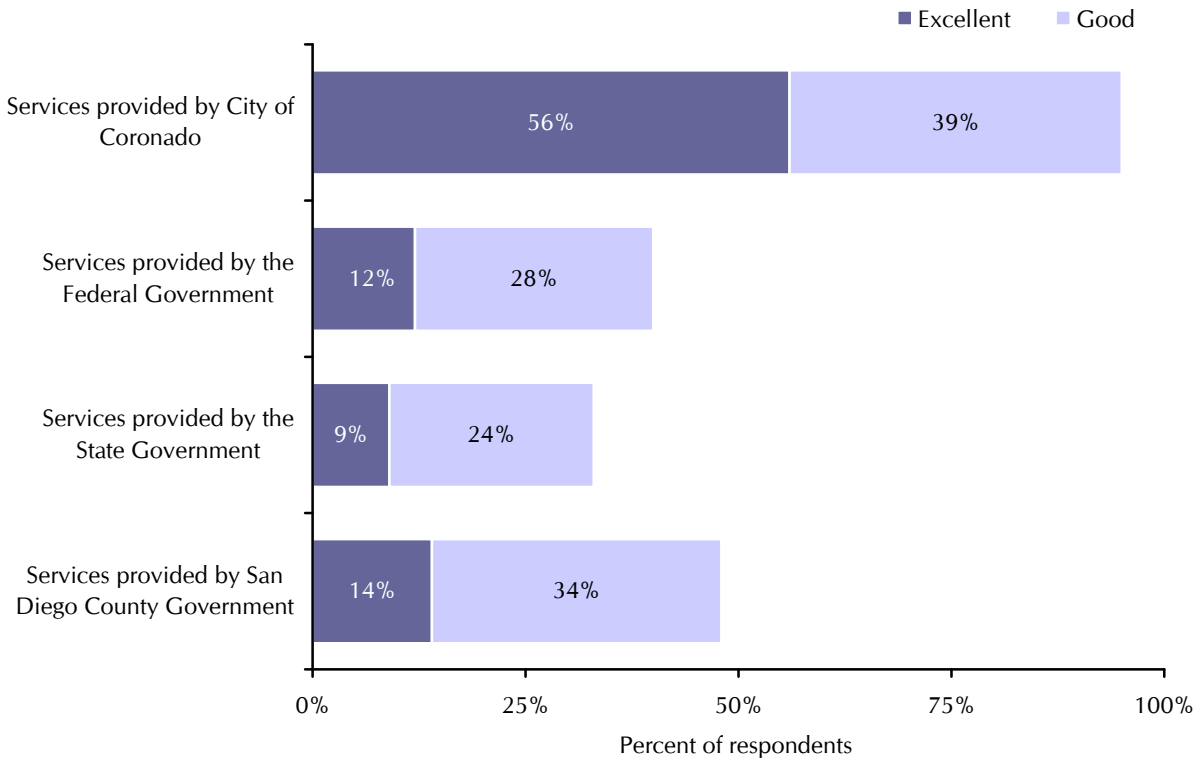


FIGURE 80: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Services provided by the City of Coronado	Much above	Much above
Services provided by the Federal Government	Above	Above
Services provided by the State Government	Much below	Much below
Services provided by San Diego County Government	Similar	Similar

City of Coronado Employees

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

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 45% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 83% of respondents rated their overall impression as "excellent" or "good."

FIGURE 81: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

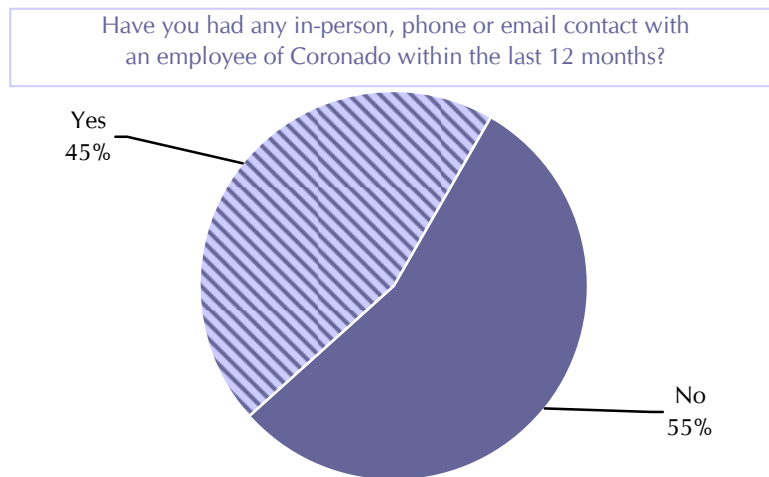


FIGURE 82: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

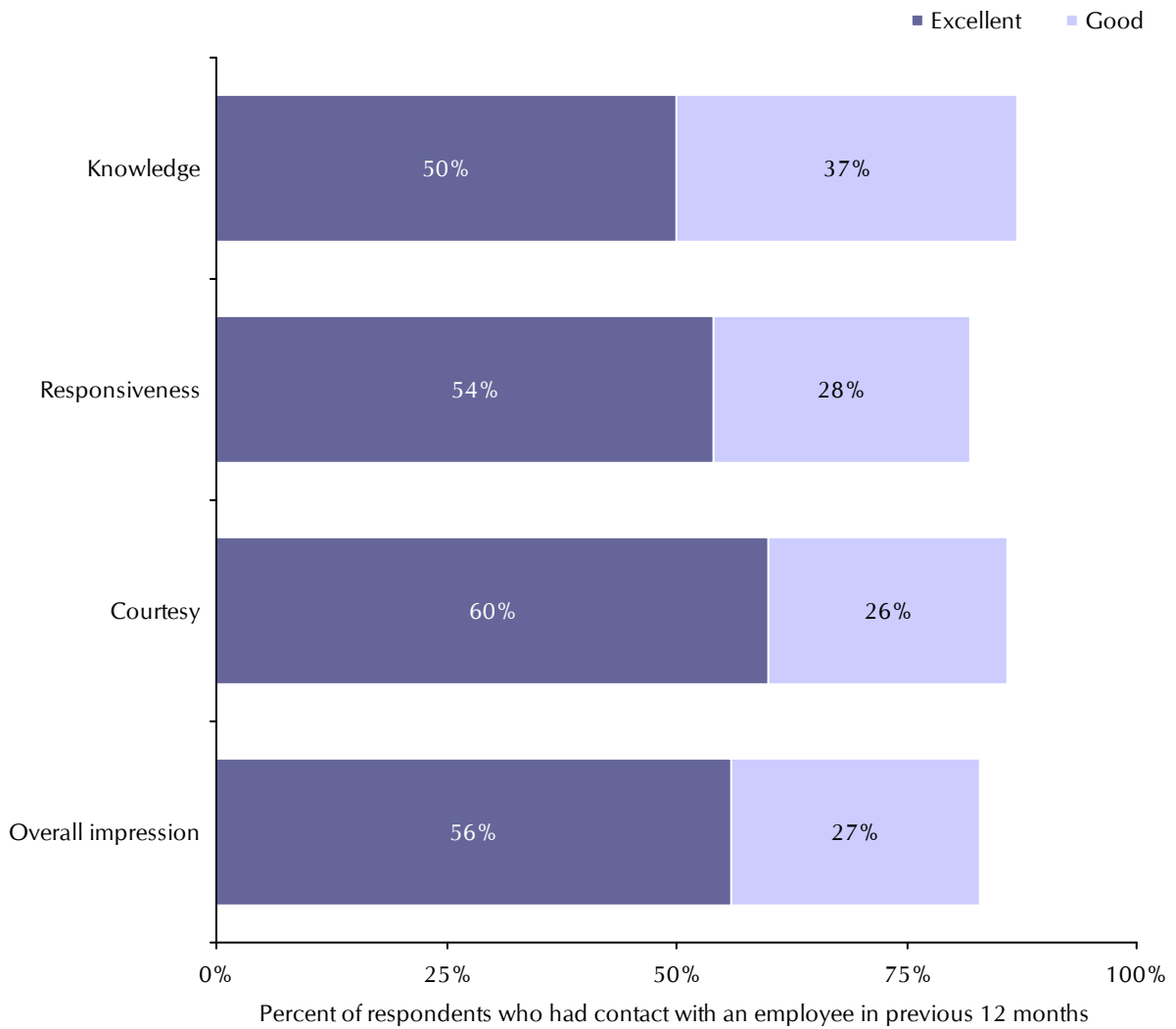


FIGURE 84: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	Resort communities with populations less than 55,000 comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courteousness	Much above	Much above
Overall impression	Much above	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

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

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

- Fire services
- Recycling
- Street cleaning
- City parks
- Land use, planning and zoning

CITY OF CORONADO ACTION CHART™

The 2011 City of Coronado Action Chart™ on the following page combines two dimensions of performance:

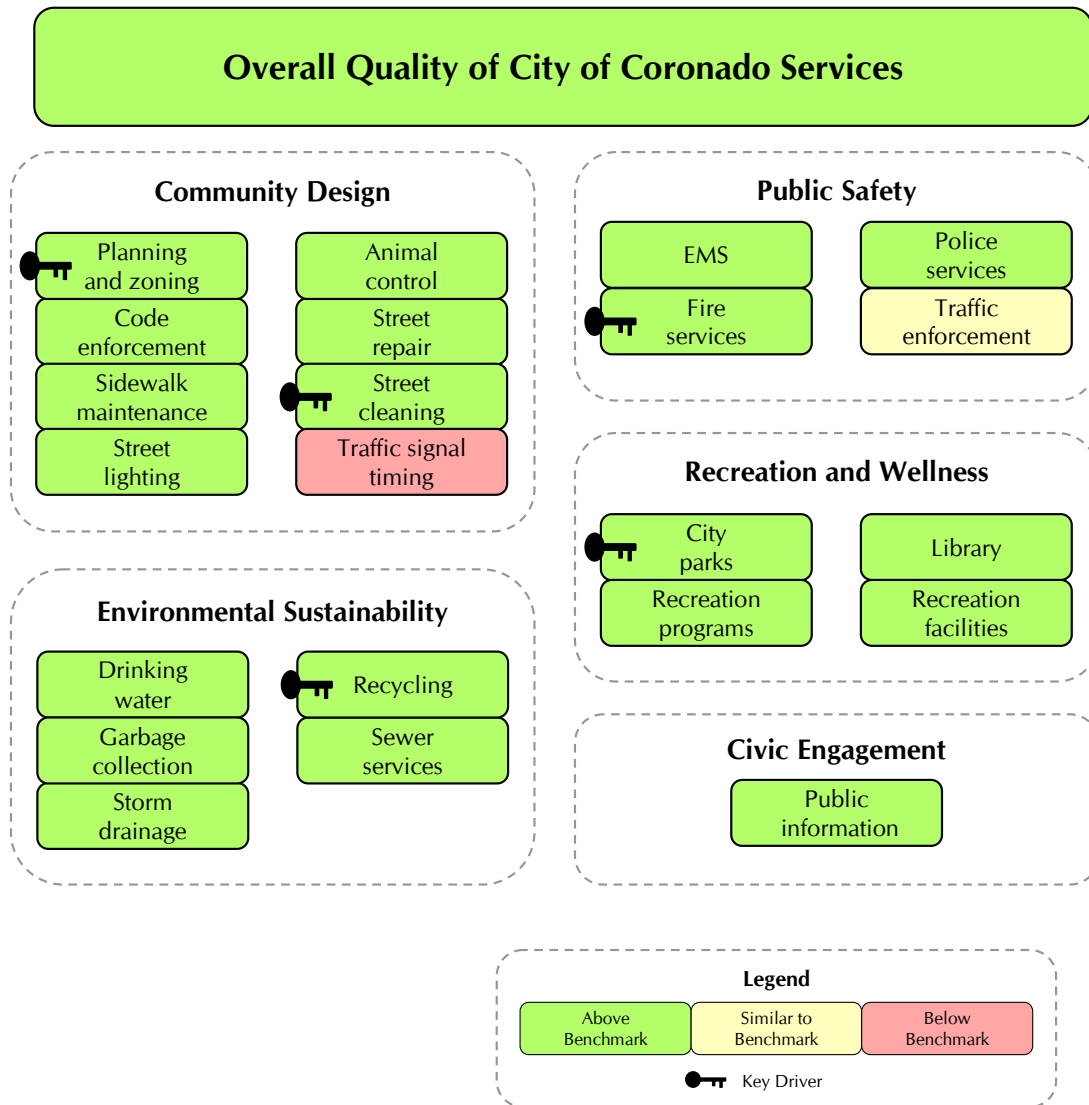
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Twenty-two services were included in the KDA for the City of Coronado. Of these, 20 were above the benchmark, one was below the benchmark and one was similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Coronado, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

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

FIGURE 85: CITY OF CORONADO ACTION CHART¹



¹ In the above Action Chart™ all comparisons were above the benchmark with the exception of Traffic enforcement (similar to benchmark) and Traffic signal timing (below the benchmark).

Using Your Action Chart™

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

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

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

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

FIGURE 86: KEY DRIVERS COMPARED

Service	City of Coronado Key Driver	National Key Driver	Core Service
Police services		✓	✓
• Fire services	✓		✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
Street cleaning	✓		
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
Recycling	✓		
Storm drainage			✓
Drinking water			✓
Sewer services			✓
City parks	✓		
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
◦ Animal control			
◦ Public library			
Public information services		✓	

- Key driver overlaps with national and or core services
- These services may be targeted for reductions (as they are not key drivers or core services) if or when cuts need to be made.

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Coronado:	Excellent	Good	Fair	Poor	Total
Coronado as a place to live	81%	19%	1%	0%	100%
Your neighborhood as a place to live	64%	30%	4%	1%	100%
Coronado as a place to raise children	72%	24%	4%	1%	100%
Coronado as a place to work	41%	26%	28%	5%	100%
Coronado as a place to retire	73%	21%	5%	1%	100%
The overall quality of life in Coronado	73%	25%	2%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Coronado as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	54%	39%	6%	1%	100%
Openness and acceptance of the community towards people of diverse backgrounds	26%	38%	26%	10%	100%
Overall appearance of Coronado	71%	25%	3%	1%	100%
Cleanliness of Coronado	72%	24%	3%	1%	100%
Overall quality of new development in Coronado	37%	45%	15%	3%	100%
Overall quality of business and service establishments in Coronado	33%	46%	17%	4%	100%
Shopping opportunities	13%	33%	39%	15%	100%
Opportunities to attend cultural activities	21%	46%	28%	5%	100%
Recreational opportunities	64%	30%	6%	0%	100%
Educational opportunities	43%	41%	14%	2%	100%
Opportunities to participate in social events and activities	46%	41%	13%	1%	100%
Opportunities to volunteer	48%	35%	17%	0%	100%
Opportunities to participate in community matters	43%	35%	19%	3%	100%
Ease of car travel in Coronado	17%	34%	34%	15%	100%
Ease of bus travel in Coronado	19%	45%	26%	10%	100%
Ease of bicycle travel in Coronado	39%	41%	14%	7%	100%
Ease of walking in Coronado	65%	28%	6%	2%	100%
Traffic flow on major streets	5%	29%	38%	28%	100%
Amount of public parking	8%	37%	33%	22%	100%
Availability of affordable quality child care	10%	33%	47%	11%	100%
Availability of affordable quality health care	23%	44%	27%	6%	100%
Air quality	36%	48%	13%	3%	100%
Quality of overall natural environment in Coronado	50%	40%	10%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Coronado as a whole:	Excellent	Good	Fair	Poor	Total
	Overall image or reputation of Coronado	71%	26%	2%	0%

Question 3: Growth						
Please rate the speed of growth in the following categories in Coronado over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
	Population growth	0%	1%	69%	21%	10%
Retail growth (stores, restaurants, etc.)	2%	35%	57%	4%	2%	100%
Jobs growth	13%	60%	26%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Coronado?	Percent of respondents
Not a problem	33%
Minor problem	48%
Moderate problem	15%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Coronado:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
	Violent crime (e.g., rape, assault, robbery)	74%	24%	1%	1%	1%
Property crimes (e.g., burglary, theft)	33%	55%	7%	5%	0%	100%
Environmental hazards, including toxic waste	51%	35%	8%	5%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
	In your neighborhood during the day	93%	6%	0%	0%	0%
In your neighborhood after dark	54%	41%	3%	1%	0%	100%
In Coronado's downtown area during the day	90%	8%	1%	0%	0%	100%
In Coronado's downtown area after dark	63%	33%	3%	1%	1%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Coronado Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of Coronado Police Department within the last 12 months?	49%	51%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of Coronado Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Coronado Police Department?	59%	26%	9%	6%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

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

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Coronado?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Coronado public library or its services	19%	16%	28%	20%	18%	100%
Used Coronado Community Center	42%	18%	19%	8%	13%	100%
Participated in a recreation program or activity	44%	18%	20%	7%	11%	100%
Visited a neighborhood park or City park	4%	11%	32%	19%	33%	100%
Ridden a local bus within Coronado	76%	15%	5%	2%	3%	100%
Attended a meeting of local elected officials or other local public meeting	68%	22%	9%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	72%	16%	10%	2%	0%	100%
Read the City of Coronado Currents Community Newsletter	15%	21%	47%	10%	8%	100%
Visited the City of Coronado Web site (at www.coronado.ca.us)	35%	28%	25%	9%	3%	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Coronado?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Recycled used paper, cans or bottles from your home	8%	1%	6%	8%	76%	100%
Volunteered your time to some group or activity in Coronado	53%	11%	11%	9%	17%	100%
Participated in religious or spiritual activities in Coronado	44%	12%	11%	9%	23%	100%
Participated in a club or civic group in Coronado	56%	13%	12%	5%	14%	100%
Provided help to a friend or neighbor	9%	14%	44%	17%	15%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	25%
Several times a week	38%
Several times a month	21%
Less than several times a month	16%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Coronado:	Excellent	Good	Fair	Poor	Total
Police services	53%	37%	7%	3%	100%
Fire services	70%	30%	1%	0%	100%
Ambulance or emergency medical services	73%	26%	0%	1%	100%
Crime prevention	49%	39%	9%	3%	100%
Fire prevention and education	43%	43%	13%	1%	100%
Traffic enforcement	28%	36%	23%	13%	100%
Street repair	26%	41%	26%	7%	100%
Street cleaning	42%	42%	14%	2%	100%
Street lighting	31%	37%	22%	10%	100%
Sidewalk maintenance	30%	47%	20%	4%	100%
Traffic signal timing	18%	25%	27%	29%	100%
Bus or transit services	28%	50%	15%	8%	100%
Garbage collection	48%	44%	7%	1%	100%
Recycling	52%	36%	10%	2%	100%
Yard waste pick-up	52%	37%	9%	2%	100%
Storm drainage	29%	41%	22%	8%	100%
Drinking water	28%	45%	19%	8%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Coronado:	Excellent	Good	Fair	Poor	Total
Sewer services	39%	50%	10%	1%	100%
City parks	71%	28%	1%	0%	100%
Recreation programs or classes	59%	37%	3%	1%	100%
Recreation centers or facilities	67%	30%	3%	0%	100%
Land use, planning and zoning	24%	43%	23%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	21%	45%	24%	10%	100%
Animal control	43%	44%	11%	2%	100%
Services to seniors	45%	45%	10%	1%	100%
Services to youth	53%	36%	7%	4%	100%
Public library services	74%	24%	2%	0%	100%
Public information services	43%	46%	10%	1%	100%
Public schools	67%	26%	5%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	33%	48%	17%	2%	100%
Tennis center	66%	30%	4%	0%	100%
Aquatic center	70%	29%	0%	1%	100%
Municipal golf course	61%	32%	6%	2%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Coronado	56%	39%	5%	0%	100%
The Federal Government	12%	28%	44%	15%	100%
The State Government	9%	24%	33%	35%	100%
San Diego County Government	14%	34%	39%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Coronado to someone who asks	80%	16%	3%	1%	100%
Remain in Coronado for the next five years	67%	16%	9%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	13%
Neutral	49%
Somewhat negative	33%
Very negative	2%
Total	100%

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

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the City of Coronado Fire Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Coronado Fire Department?	81%	17%	2%	0%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Coronado within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	55%
Yes	45%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Coronado in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	50%	37%	12%	1%	100%
Responsiveness	54%	28%	11%	7%	100%
Courtesy	60%	26%	13%	2%	100%
Overall impression	56%	27%	12%	5%	100%

Question 21: Government Performance					
Please rate the following categories of Coronado government performance:	Percent of respondents				
	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Coronado	36%	44%	19%	1%	100%
The overall direction that Coronado is taking	32%	51%	13%	5%	100%
The job Coronado government does at welcoming citizen involvement	27%	44%	24%	5%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	55%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	2%
Walk	3%
Bicycle	8%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Coronado?	Percent of respondents
Less than 2 years	20%
2 to 5 years	20%
6 to 10 years	11%
11 to 20 years	20%
More than 20 years	29%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	50%
House attached to one or more houses (e.g., a duplex or townhome)	9%
Building with two or more apartments or condominiums	40%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or condominium ...	Percent of respondents
Rented for cash or occupied without cash payment	47%
Owned by you or someone in this house with a mortgage or free and clear	53%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$999 per month	12%
\$1,000 to \$1,499 per month	17%
\$1,500 to \$2,499 per month	31%
\$2,500 to \$3,499 per month	17%
\$3,500 to \$4,499 per month	9%
\$4,500 or more per month	13%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	67%
Yes	33%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$49,999	17%
\$50,000 to \$99,999	26%
\$100,000 to \$149,999	26%
\$150,000 to \$199,999	14%
\$200,000 or more	17%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	91%
Yes, I consider myself to be Spanish, Hispanic or Latino	9%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	4%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	1%
White	92%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	9%
25 to 34 years	20%
35 to 44 years	16%
45 to 54 years	20%
55 to 64 years	10%
65 to 74 years	12%
75 years or older	13%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	46%
Male	54%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	20%
Yes	75%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	11%
Yes	85%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	36%
Land line	42%
Both	22%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Coronado:	Excellent		Good		Fair		Poor		Don't know		Total	
	Coronado as a place to live	81%	276	19%	63	1%	2	0%	0	0%	0	100%
Your neighborhood as a place to live	64%	221	30%	104	4%	15	1%	3	0%	0	100%	343
Coronado as a place to raise children	67%	228	22%	75	3%	11	1%	2	7%	23	100%	339
Coronado as a place to work	30%	101	19%	64	20%	68	4%	13	26%	88	100%	335
Coronado as a place to retire	62%	212	18%	61	4%	14	1%	4	15%	52	100%	342
The overall quality of life in Coronado	73%	249	25%	85	2%	5	0%	1	0%	0	100%	341

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Coronado as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	54%	183	39%	131	6%	20	1%	2	1%	2	100%
Openness and acceptance of the community towards people of diverse backgrounds	25%	87	36%	125	25%	86	9%	32	4%	14	100%	343
Overall appearance of Coronado	71%	245	25%	86	3%	11	1%	2	0%	0	100%	343
Cleanliness of Coronado	72%	246	24%	83	3%	9	1%	2	0%	0	100%	340
Overall quality of new development in Coronado	35%	118	43%	143	15%	49	3%	10	4%	15	100%	335
Overall quality of business and service establishments in Coronado	32%	110	46%	154	17%	57	4%	14	1%	3	100%	338
Shopping opportunities	13%	42	33%	112	39%	132	15%	50	0%	1	100%	338
Opportunities to attend cultural activities	20%	69	44%	148	27%	89	5%	16	4%	14	100%	336
Recreational opportunities	64%	215	30%	100	6%	21	0%	0	1%	2	100%	338
Educational opportunities	36%	124	34%	117	12%	40	2%	6	16%	53	100%	339
Opportunities to participate in social events and activities	43%	146	38%	130	13%	42	1%	2	6%	19	100%	339
Opportunities to volunteer	39%	133	29%	98	14%	48	0%	1	17%	59	100%	339

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Coronado as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in community matters	37%	121	31%	100	16%	52	3%	9	13%	44	100%
Ease of car travel in Coronado	17%	58	34%	116	33%	114	15%	50	1%	3	100%	341
Ease of bus travel in Coronado	11%	38	27%	89	15%	50	6%	19	41%	138	100%	334
Ease of bicycle travel in Coronado	37%	126	39%	133	13%	44	6%	22	4%	14	100%	338
Ease of walking in Coronado	64%	216	27%	92	6%	20	2%	6	1%	2	100%	336
Traffic flow on major streets	4%	15	29%	98	38%	128	28%	92	1%	3	100%	336
Amount of public parking	7%	25	36%	123	33%	110	21%	72	2%	8	100%	338
Availability of affordable quality child care	4%	13	12%	41	18%	58	4%	13	62%	206	100%	331
Availability of affordable quality health care	14%	48	28%	94	17%	57	4%	12	37%	123	100%	335
Air quality	35%	119	47%	159	13%	44	2%	8	3%	11	100%	341
Quality of overall natural environment in Coronado	50%	169	40%	136	10%	34	0%	0	0%	2	100%	342
Overall image or reputation of Coronado	71%	245	26%	90	2%	8	0%	1	0%	0	100%	344

Question 3: Growth														
Please rate the speed of growth in the following categories in Coronado over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	1	0%	2	52%	177	16%	54	7%	25	25%	84	100%
Retail growth (stores, restaurants, etc.)	2%	7	30%	102	49%	166	3%	11	2%	5	15%	50	100%	342
Jobs growth	6%	19	25%	86	11%	37	0%	1	0%	0	58%	197	100%	339

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Coronado?	Percent of respondents	Count
Not a problem	32%	108
Minor problem	47%	157
Moderate problem	14%	48
Major problem	5%	17
Don't know	2%	6
Total	100%	336

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Coronado:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	73%	252	24%	81	1%	3	1%	4	1%	2	1%	2	100%
Property crimes (e.g., burglary, theft)	33%	112	54%	187	7%	24	5%	16	0%	2	1%	3	100%	344
Environmental hazards, including toxic waste	48%	165	33%	113	7%	25	5%	16	1%	5	6%	19	100%	342

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	93%	319	6%	22	0%	2	0%	0	0%	0	0%	0	100%
In your neighborhood after dark	54%	186	41%	141	3%	10	1%	4	0%	0	1%	3	100%	344
In Coronado's downtown area during the day	90%	310	8%	28	1%	3	0%	1	0%	0	0%	1	100%	343
In Coronado's downtown area after dark	61%	211	32%	110	3%	10	1%	3	1%	2	2%	7	100%	344

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Coronado Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Coronado Police Department within the last 12 months?	49%	169	50%	173	0%	1	100%	342

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Coronado Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Coronado Police Department?	59%	101	26%	44	9%	16	6%	11	0%	0	100%	172

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	87%	296
Yes	12%	42
Don't know	0%	1
Total	100%	340

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	13%	5
Yes	87%	37
Don't know	0%	0
Total	100%	42

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Coronado?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Coronado public library or its services	19%	64	16%	54	28%	96	20%	67	18%	63	100%
Used Coronado Community Center	42%	145	18%	60	19%	65	8%	27	13%	45	100%	342
Participated in a recreation program or activity	44%	147	18%	61	20%	66	7%	25	11%	37	100%	335
Visited a neighborhood park or City park	4%	15	11%	37	32%	109	19%	64	33%	112	100%	336
Ridden a local bus within Coronado	76%	254	15%	52	5%	15	2%	6	3%	9	100%	335
Attended a meeting of local elected officials or other local public meeting	68%	231	22%	75	9%	32	1%	2	0%	2	100%	341
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	72%	241	16%	54	10%	33	2%	7	0%	1	100%	336
Read the City of Coronado Currents Community Newsletter	15%	50	21%	70	47%	157	10%	32	8%	27	100%	335
Visited the City of Coronado Web site (at www.coronado.ca.us)	35%	116	28%	95	25%	85	9%	30	3%	10	100%	336
Recycled used paper, cans or bottles from your home	8%	27	1%	5	6%	22	8%	27	76%	256	100%	337
Volunteered your time to some group or activity in Coronado	53%	176	11%	36	11%	36	9%	29	17%	58	100%	336
Participated in religious or spiritual activities in Coronado	44%	151	12%	42	11%	39	9%	31	23%	78	100%	339
Participated in a club or civic group in Coronado	56%	188	13%	42	12%	42	5%	18	14%	46	100%	335
Provided help to a friend or neighbor	9%	31	14%	49	44%	151	17%	58	15%	51	100%	340

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	25%	85
Several times a week	38%	128
Several times a month	21%	70
Less than several times a month	16%	53
Total	100%	338

Question 13: Service Quality												
Please rate the quality of each of the following services in Coronado:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	51%	172	35%	118	7%	24	3%	9	4%	15	100%
Fire services	58%	195	25%	83	0%	2	0%	0	17%	58	100%	339
Ambulance or emergency medical services	52%	173	18%	61	0%	1	0%	1	29%	97	100%	333
Crime prevention	41%	137	32%	108	7%	24	2%	8	17%	58	100%	336
Fire prevention and education	30%	99	30%	100	9%	29	1%	2	31%	102	100%	333
Traffic enforcement	27%	89	34%	114	21%	71	13%	42	6%	19	100%	334
Street repair	25%	85	39%	132	25%	85	7%	24	3%	11	100%	336
Street cleaning	41%	138	41%	138	14%	47	2%	8	2%	7	100%	338
Street lighting	31%	102	37%	123	21%	71	10%	35	0%	1	100%	333
Sidewalk maintenance	29%	96	46%	154	20%	65	3%	12	2%	5	100%	331
Traffic signal timing	18%	61	25%	84	27%	90	29%	96	1%	2	100%	332
Bus or transit services	14%	45	24%	80	7%	24	4%	12	51%	170	100%	331
Garbage collection	45%	150	42%	139	6%	21	1%	5	5%	17	100%	332
Recycling	47%	160	32%	108	9%	32	2%	5	10%	33	100%	338
Yard waste pick-up	39%	130	28%	93	7%	22	2%	5	24%	80	100%	332
Storm drainage	24%	79	33%	111	18%	59	7%	23	18%	61	100%	333
Drinking water	27%	90	42%	141	18%	60	7%	24	5%	18	100%	333
Sewer services	31%	104	39%	132	8%	26	1%	4	21%	70	100%	335

Question 13: Service Quality												
Please rate the quality of each of the following services in Coronado:	Excellent		Good		Fair		Poor		Don't know		Total	
	City parks	71%	236	28%	92	1%	4	0%	0	1%	2	100%
Recreation programs or classes	42%	141	27%	90	2%	7	0%	1	29%	97	100%	336
Recreation centers or facilities	56%	186	25%	82	2%	8	0%	0	17%	55	100%	331
Land use, planning and zoning	17%	58	32%	105	17%	55	8%	26	26%	87	100%	330
Code enforcement (weeds, abandoned buildings, etc.)	16%	54	35%	116	18%	60	8%	25	22%	74	100%	330
Animal control	32%	107	33%	110	8%	28	2%	6	25%	83	100%	334
Services to seniors	24%	81	25%	82	5%	18	0%	1	45%	151	100%	333
Services to youth	34%	111	23%	76	4%	14	3%	8	36%	117	100%	326
Public library services	67%	222	21%	72	1%	5	0%	0	10%	35	100%	334
Public information services	33%	111	36%	119	8%	25	1%	2	23%	76	100%	332
Public schools	47%	154	18%	59	4%	12	1%	4	31%	102	100%	331
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	20%	67	30%	99	11%	35	1%	4	38%	126	100%	332
Tennis center	36%	119	16%	54	2%	7	0%	0	45%	150	100%	331
Aquatic center	46%	154	19%	63	0%	1	1%	3	34%	111	100%	332
Municipal golf course	41%	135	21%	70	4%	13	1%	4	33%	109	100%	331

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Coronado	54%	182	38%	127	5%	17	0%	0	2%	8	100%
The Federal Government	10%	34	24%	80	37%	125	13%	42	16%	53	100%	333
The State Government	7%	24	20%	66	27%	89	28%	94	18%	59	100%	332
San Diego County Government	10%	32	24%	81	27%	92	9%	32	29%	98	100%	335

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Coronado to someone who asks	80%	269	16%	55	3%	10	1%	2	1%	3	100%
Remain in Coronado for the next five years	63%	213	15%	52	9%	29	7%	24	6%	21	100%	339

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	5
Somewhat positive	13%	45
Neutral	49%	165
Somewhat negative	33%	112
Very negative	2%	8
Total	100%	335

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Coronado Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the City of Coronado Fire Department within the last 12 months?	84%	287	15%	53	0%	1	100%	341

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Coronado Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Coronado Fire Department?	80%	42	17%	9	2%	1	0%	0	1%	0	100%

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Coronado within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	55%	185
Yes	45%	152
Total	100%	337

Question 20: City Employees												
What was your impression of the employee(s) of the City of Coronado in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	50%	75	37%	55	12%	17	1%	2	1%	1	100%
Responsiveness	54%	81	28%	42	11%	17	7%	11	0%	0	100%	151
Courtesy	60%	91	25%	39	13%	19	2%	2	0%	1	100%	152
Overall impression	56%	84	27%	41	12%	18	5%	8	0%	0	100%	151

Question 21: Government Performance												
Please rate the following categories of Coronado government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Coronado	31%	104	38%	128	16%	55	1%	3	15%	50	100%
The overall direction that Coronado is taking	29%	99	47%	161	12%	40	4%	15	7%	25	100%	340
The job Coronado government does at welcoming citizen involvement	21%	71	34%	115	19%	63	4%	14	22%	75	100%	337

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	111
Yes, full-time	55%	183
Yes, part-time	12%	38
Total	100%	333

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	2%
Walk	3%
Bicycle	8%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Coronado?	Percent of respondents	Count
Less than 2 years	20%	67
2 to 5 years	20%	66
6 to 10 years	11%	37
11 to 20 years	20%	68
More than 20 years	29%	98
Total	100%	336

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	50%	169
House attached to one or more houses (e.g., a duplex or townhome)	9%	29
Building with two or more apartments or condominiums	40%	134
Other	1%	2
Total	100%	335

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or condominium ...	Percent of respondents	Count
Rented for cash or occupied without cash payment	47%	155
Owned by you or someone in this house with a mortgage or free and clear	53%	171
Total	100%	326

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$999 per month	12%	40
\$1,000 to \$1,499 per month	17%	53
\$1,500 to \$2,499 per month	31%	99
\$2,500 to \$3,499 per month	17%	56
\$3,500 to \$4,499 per month	9%	30
\$4,500 or more per month	13%	43
Total	100%	321

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	67%	223
Yes	33%	112
Total	100%	335

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	71%	237
Yes	29%	99
Total	100%	336

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$49,999	17%	53
\$50,000 to \$99,999	26%	82
\$100,000 to \$149,999	26%	80
\$150,000 to \$199,999	14%	42
\$200,000 or more	17%	52
Total	100%	309

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	91%	300
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	28
Total	100%	328

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	4%	13
Asian, Asian Indian or Pacific Islander	4%	12
Black or African American	1%	2
White	92%	302
Other	3%	11
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	9%	30
25 to 34 years	20%	68
35 to 44 years	16%	54
45 to 54 years	20%	67
55 to 64 years	10%	33
65 to 74 years	12%	40
75 years or older	13%	42
Total	100%	333

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	46%	154
Male	54%	178
Total	100%	332

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	20%	65
Yes	74%	246
Ineligible to vote	4%	15
Don't know	2%	8
Total	100%	334

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	11%	37
Yes	85%	283
Ineligible to vote	4%	12
Don't know	1%	3
Total	100%	335

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	3%	11
Yes	97%	324
Total	100%	335

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	30%	101
Yes	70%	231
Total	100%	332

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	36%	78
Land line	42%	92
Both	22%	49
Total	100%	220

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Coronado were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Coronado boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip code 92118. The exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Coronado boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Coronado. Systematic sampling is a procedure whereby

a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 87: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Coronado, CA 2011

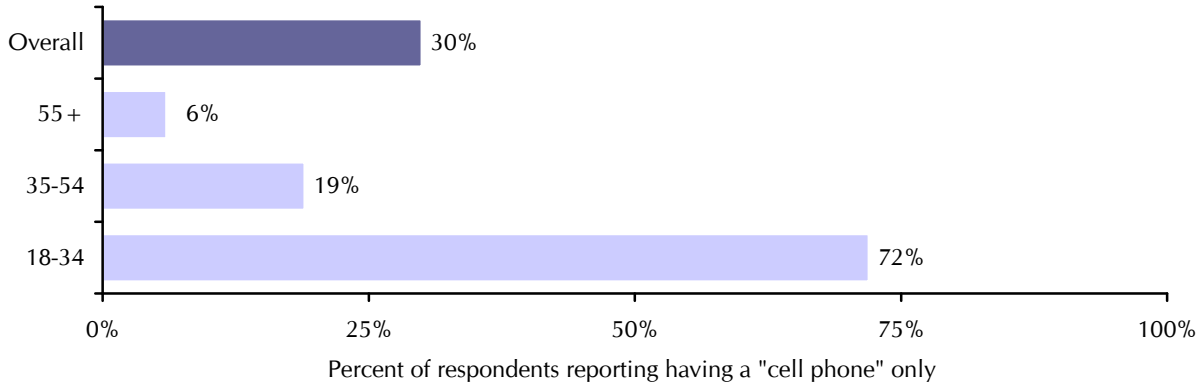


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available

as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.² Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Coronado has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 88: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN CORONADO



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning June 14, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Coronado survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (357 completed surveys).

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

² <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 Census estimates for adults in the City of Coronado. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Coronado, CA Citizen Survey Weighting Table			
Characteristic	Population Norm ³	Unweighted Data	Weighted Data
Housing			
Rent home	49%	37%	48%
Own home	51%	63%	52%
Detached unit	51%	46%	51%
Attached unit	49%	54%	49%
Race and Ethnicity			
White	91%	92%	90%
Not white	9%	8%	10%
Not Hispanic	87%	94%	91%
Hispanic	13%	6%	9%
White alone, not Hispanic	79%	87%	84%
Hispanic and/or other race	21%	13%	16%
Sex and Age			
Female	45%	59%	46%
Male	55%	41%	54%
18-34 years of age	32%	12%	29%
35-54 years of age	36%	23%	36%
55+ years of age	33%	65%	35%
Females 18-34	11%	8%	11%
Females 35-54	17%	14%	17%
Females 55+	17%	37%	18%
Males 18-34	21%	4%	18%
Males 35-54	19%	9%	19%
Males 55+	16%	29%	17%

³ Source: 2005-2009 American Community Survey

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

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

The Role of Comparisons

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

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

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

Comparison of Coronado to the Benchmark Database

The City of Coronado chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (resort communities with populations less than 55,000). A

benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Coronado Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Coronado's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Coronado's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

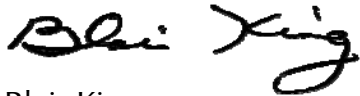
APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Coronado.

Dear Coronado Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Coronado. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

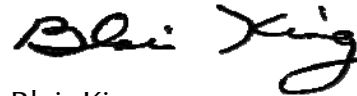


Blair King
City Manager

Dear Coronado Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Coronado. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

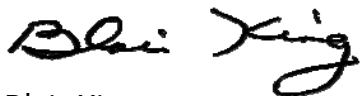


Blair King
City Manager

Dear Coronado Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Coronado. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

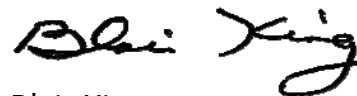


Blair King
City Manager

Dear Coronado Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Coronado. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Blair King
City Manager



CITY MANAGER'S OFFICE
CITY HALL
1825 STRAND WAY
CORONADO, CA 92118

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



CITY MANAGER'S OFFICE
CITY HALL
1825 STRAND WAY
CORONADO, CA 92118

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



CITY MANAGER'S OFFICE
CITY HALL
1825 STRAND WAY
CORONADO, CA 92118

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



CITY MANAGER'S OFFICE
CITY HALL
1825 STRAND WAY
CORONADO, CA 92118

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



1825 STRAND WAY
CORONADO, CA 92118

CITY MANAGER'S OFFICE

CITY HALL
(619) 522-7335

June 2011

Dear City of Coronado Resident:

The City of Coronado wants to know what you think about our community and municipal government. You have been randomly selected to participate in Coronado's 2011 Citizen Survey.

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (619) 522-7335.

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

Sincerely,

Blair King
City Manager



1825 STRAND WAY
CORONADO, CA 92118

CITY MANAGER'S OFFICE

CITY HALL
(619) 522-7335

June 2011

Dear City of Coronado Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Coronado wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Coronado's Citizen Survey.

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (619) 522-7335.

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

Sincerely,

Blair King
City Manager

The City of Coronado 2011 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 Coronado:

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

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

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

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

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

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

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

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

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Coronado's downtown area during the day.....	1	2	3	4	5	6
In Coronado's downtown area after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Coronado Police Department within the last 12 months?

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

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

- Excellent Good Fair Poor Don't know

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

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

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

- No Yes Don't know

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

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

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

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

The City of Coronado 2011 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
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
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Tennis center	1	2	3	4	5
Aquatic center.....	1	2	3	4	5
Municipal golf course	1	2	3	4	5

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

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

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

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

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

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

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

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

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

- Excellent
 Good
 Fair
 Poor
 Don't know

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

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

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

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

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

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

The City of Coronado 2011 Citizen Survey

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

D1. Are you currently employed for pay?

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

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

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

D3. How many years have you lived in Coronado?

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

D4. Which best describes the building you live in?

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

D5. Is this house, apartment or condominium...

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

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

- Less than \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 to \$3,499 per month
- \$3,500 to \$4,499 per month
- \$4,500 or more per month

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

- No Yes

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

- No Yes

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

- Less than \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



CITY MANAGER'S OFFICE
CITY HALL
1825 STRAND WAY
CORONADO, CA 92118

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

