



Pinellas County, Florida

Report of Normative
Comparisons
2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Pinellas County staff selected items from a menu of questions about services and community problems. Pinellas County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 400 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast ¹	17%
West ²	20%
North Central West ³	11%
North Central East ⁴	13%
South Central ⁵	9%
South ⁶	25%
Northeast West ⁷	3%
Northeast East ⁸	2%
Population	
Less than 40,000	39%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	24%

¹ Alaska, Washington, Oregon, California, Hawaii

² Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

³ North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

⁴ Illinois, Indiana, Ohio, Michigan, Wisconsin

⁵ Oklahoma, Texas, Louisiana, Arkansas

⁶ West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

⁷ New York, Pennsylvania, New Jersey

⁸ Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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 is one we did not want to dismiss 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, we have 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).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 2 points based on all respondents.

Interpreting the Results

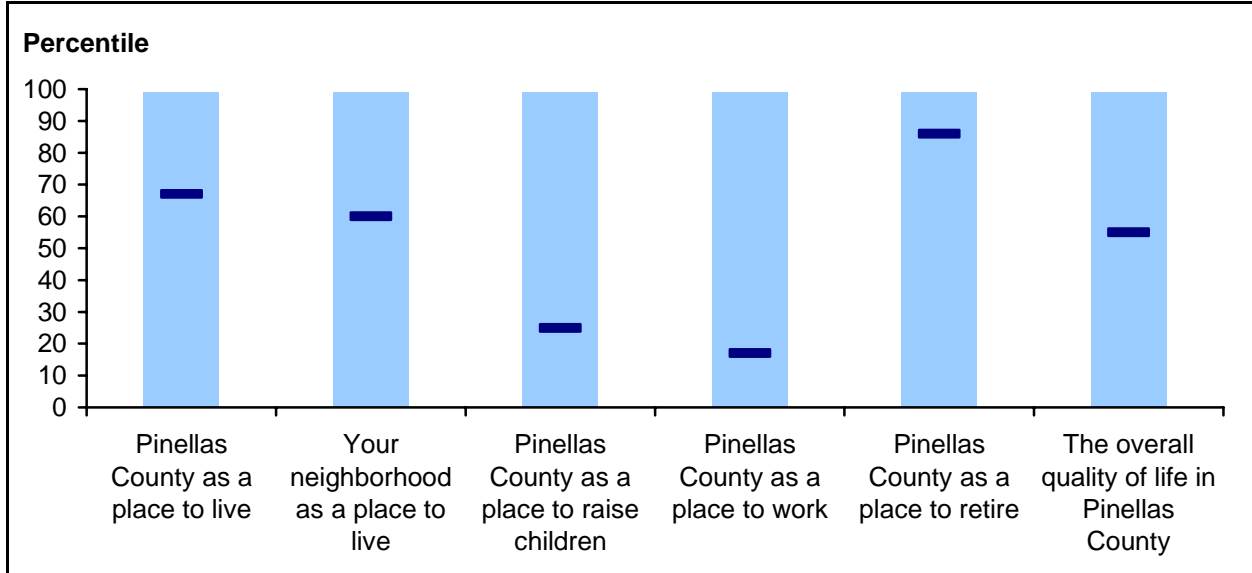
Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 2 or more points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 2 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

COMPARISONS

Figure 1: Quality of Life Ratings

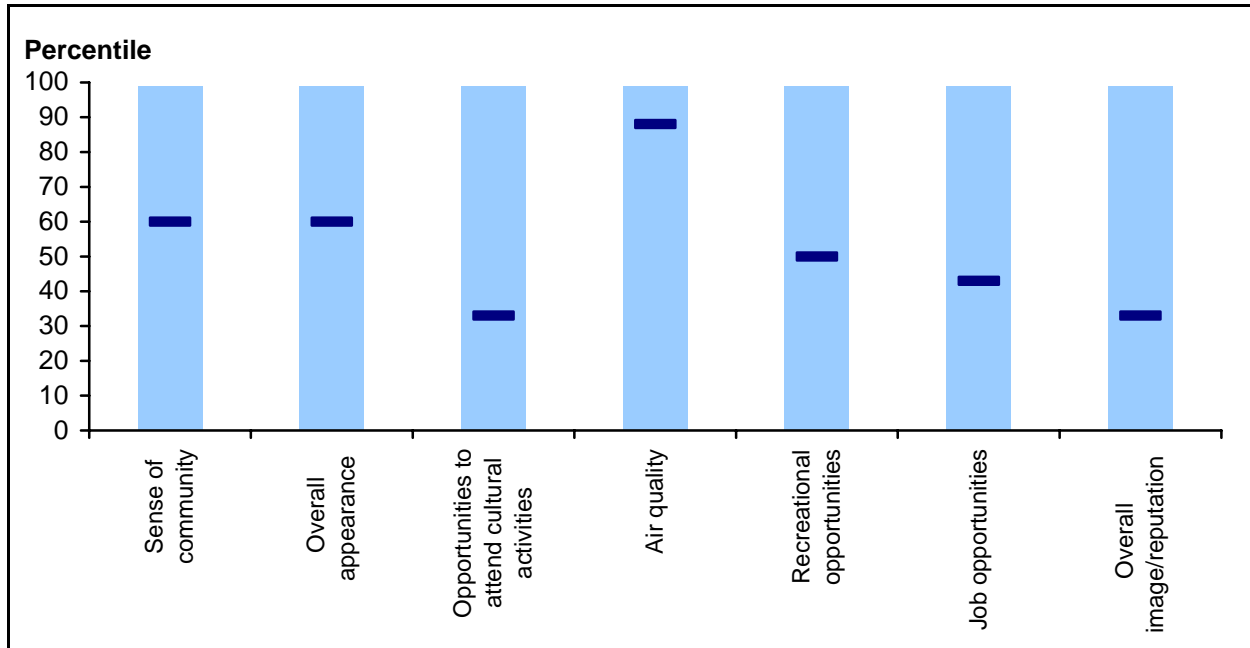


Quality of Life Ratings (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
How do you rate Pinellas County as a place to live?	69	6	15	67%ile	Similar to the norm
How do you rate your neighborhood as a place to live?	75	5	10	60%ile	Above the norm
How do you rate Pinellas County as a place to raise children?	60	7	8	25%ile	Below the norm
How do you rate Pinellas County as a place to work?	56	6	6	17%ile	Below the norm
How do you rate Pinellas County as a place to retire?	65	2	7	86%ile	Above the norm
How do you rate the overall quality of life in Pinellas County?	67	6	11	55%ile	Similar to the norm

Quality of Life Ratings (All Jurisdictions in the Database)					
	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
How do you rate Pinellas County as a place to live?	69	182	280	35%ile	Below the norm
How do you rate your neighborhood as a place to live?	75	88	180	52%ile	Similar to the norm
How do you rate Pinellas County as a place to raise children	60	174	223	22%ile	Below the norm
How do you rate Pinellas County as a place to work?	56	78	133	42%ile	Below the norm
How do you rate Pinellas County as a place to retire?	65	70	196	65%ile	Above the norm
How do you rate the overall quality of life in Pinellas County?	67	184	284	36%ile	Below the norm

Figure 2: Characteristics of the Community: General and Opportunities

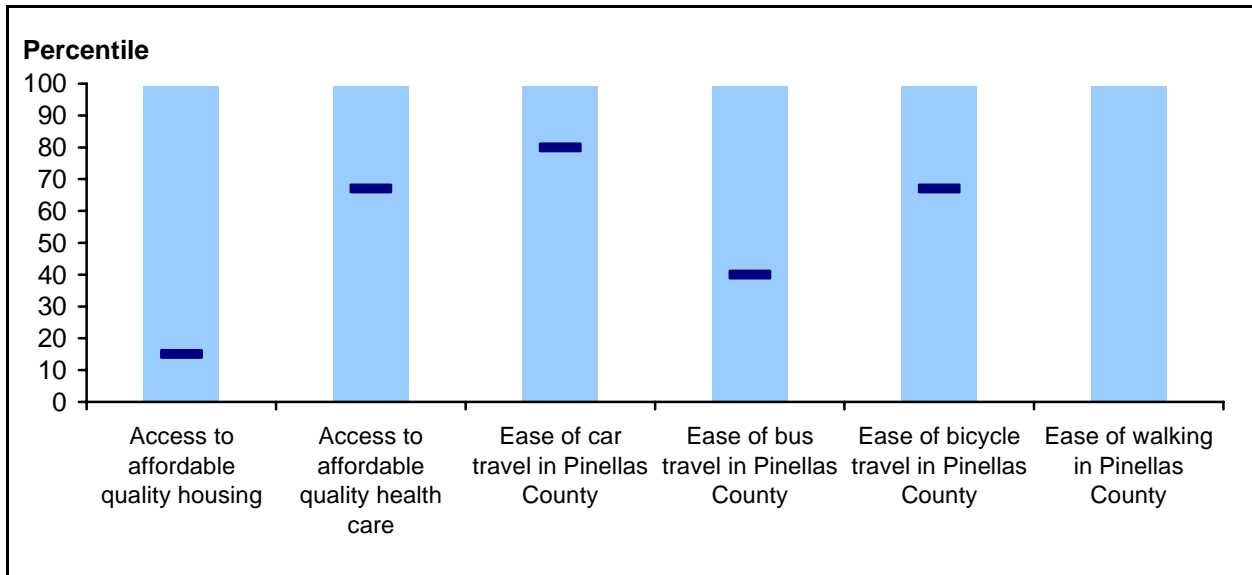


Characteristics of the Community: General and Opportunities (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Sense of community	57	3	5	60%ile	Similar to the norm
Overall appearance of Pinellas County	64	3	5	60%ile	Similar to the norm
Opportunities to attend cultural activities	65	5	6	33%ile	Similar to the norm
Air quality	64	2	8	88%ile	Above the norm
Recreational opportunities	70	4	6	50%ile	Above the norm
Job opportunities	49	5	7	43%ile	Below the norm
Overall image/reputation of Pinellas County	63	5	6	33%ile	Below the norm
Educational opportunities	61				No data available
Openness and acceptance of the community towards people of diverse backgrounds	58				No data available
Overall quality of new development in Pinellas County	50				No data available

Characteristics of the Community: General and Opportunities (All Jurisdictions in the Database)					
	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Sense of community	57	121	174	31%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	58	80	139	43%ile	Below the norm
Overall appearance of Pinellas County	64	102	203	50%ile	Similar to the norm
Opportunities to attend cultural activities	65	51	168	70%ile	Above the norm
Air quality	64	61	103	42%ile	Similar to the norm
Recreational opportunities	70	49	177	73%ile	Above the norm
Job opportunities	49	61	197	70%ile	Above the norm
Educational opportunities	61	62	93	34%ile	Below the norm
Overall image/reputation of Pinellas County	63	72	126	44%ile	Similar to the norm
Overall quality of new development in Pinellas County	50	92	104	13%ile	Below the norm

Figure 3: Characteristics of the Community: Access and Mobility



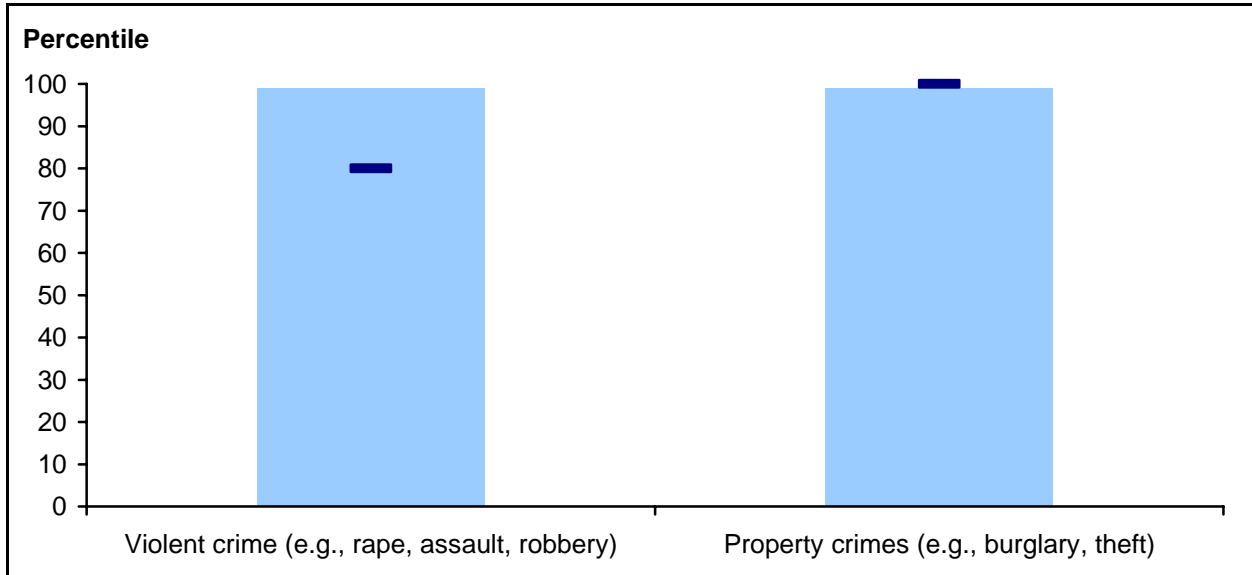
Characteristics of the Community: Access and Mobility (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Access to affordable quality housing	37	12	13	15%ile	Below the norm
Access to affordable quality health care	49	3	6	67%ile	Similar to the norm
Ease of car travel in Pinellas County	51	2	5	80%ile	Similar to the norm
Ease of bus travel in Pinellas County	46	4	5	40%ile	Below the norm
Ease of bicycle travel in Pinellas County	58	3	6	67%ile	Below the norm
Ease of walking in Pinellas County	56				No data available

Characteristics of the Community: Access and Mobility (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Access to affordable quality housing	37	162	213	24%ile	Below the norm
Access to affordable quality health care	49	71	110	36%ile	Below the norm
Ease of car travel in Pinellas County	51	112	154	28%ile	Below the norm
Ease of bus travel in Pinellas County	46	64	100	37%ile	Below the norm
Ease of bicycle travel in Pinellas County	58	61	157	62%ile	Above the norm
Ease of walking in Pinellas County	56	104	153	33%ile	Below the norm

Figure 4: Ratings of Safety from Various Problems



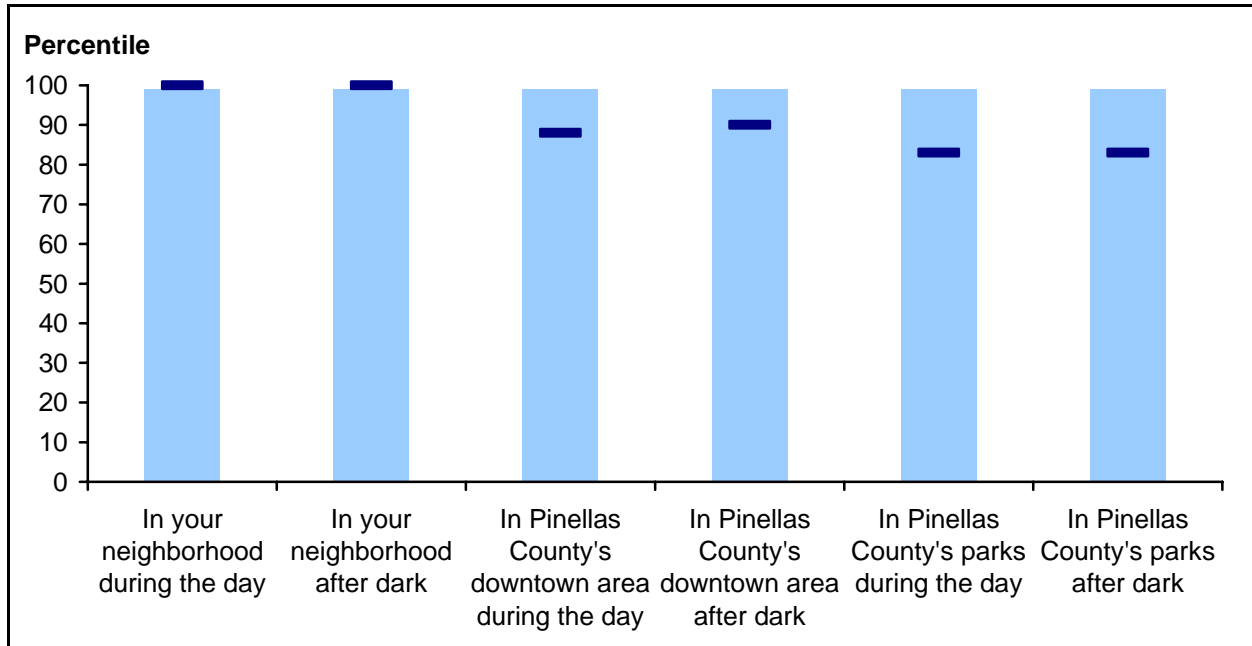
Ratings of Safety From Various Problems (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Violent crime (e.g., rape, assault, robbery)	74	2	5	80%ile	Above the norm
Property crimes (e.g., burglary, theft)	72	1	5	100%ile	Above the norm
Fire	86				No data available

Ratings of Safety From Various Problems (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Violent crime (e.g., rape, assault, robbery)	74	83	159	48%ile	Similar to the norm
Property crimes (e.g., burglary, theft)	72	30	157	82%ile	Above the norm
Fire	86	8	155	95%ile	Above the norm

Figure 5: Ratings of Safety in Various Areas



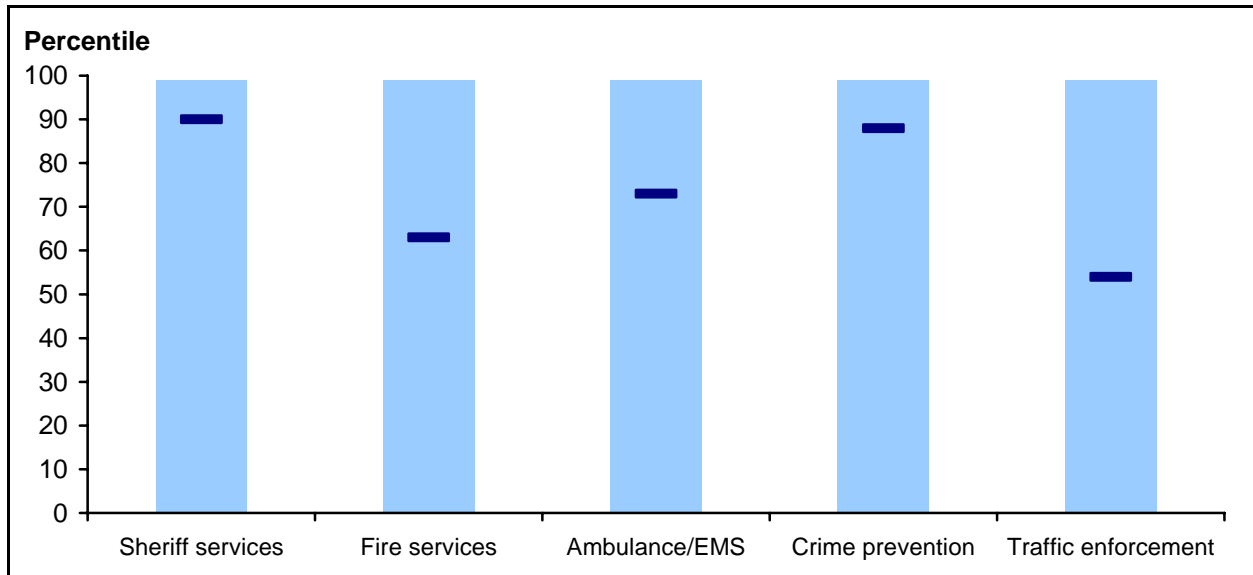
Ratings of Safety in Various Areas (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
In your neighborhood during the day	94	1	10	100%ile	Above the norm
In your neighborhood after dark	81	1	11	100%ile	Above the norm
In Pinellas County's downtown area during the day	84	2	8	88%ile	Above the norm
In Pinellas County's downtown area after dark	59	2	10	90%ile	Above the norm
In Pinellas County's parks during the day	86	2	6	83%ile	Above the norm
In Pinellas County's parks after dark	50	2	6	83%ile	Above the norm

Ratings of Safety in Various Areas (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
In your neighborhood during the day	94	22	192	89%ile	Above the norm
In your neighborhood after dark	81	42	206	80%ile	Above the norm
In your downtown area during the day	84	84	158	47%ile	Similar to the norm
In your downtown area after dark	59	106	176	40%ile	Below the norm
In Pinellas County's parks during the day	86	72	153	54%ile	Similar to the norm
In Pinellas County's parks after dark	50	92	153	41%ile	Below the norm

Figure 6: Quality of Public Safety Services

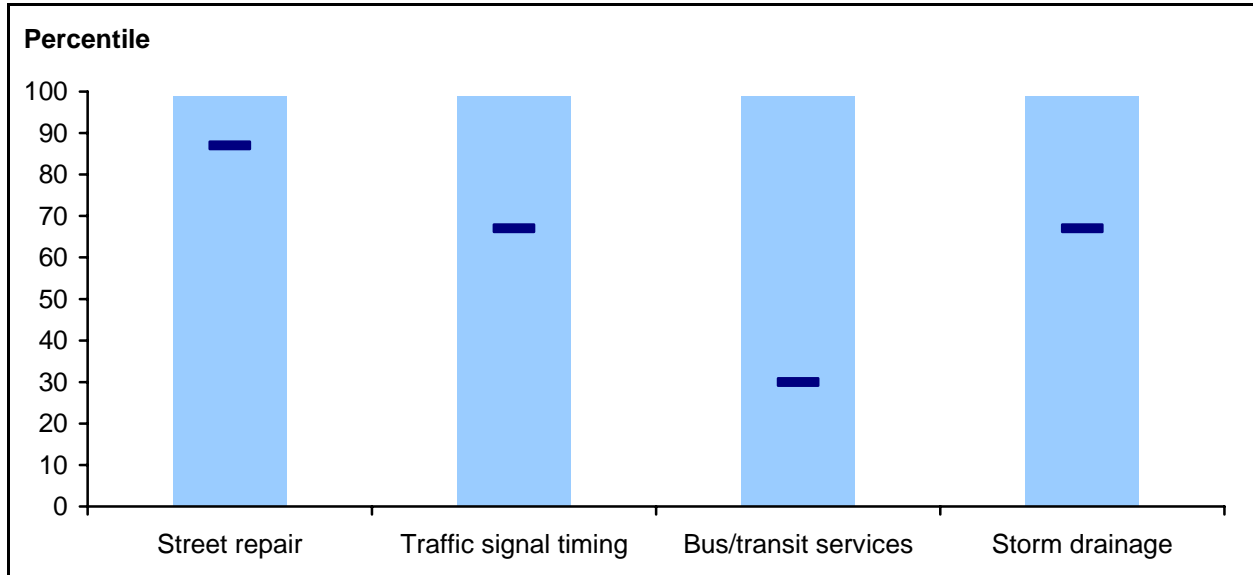


Quality of Public Safety Services (Jurisdictions with Populations over 500,000)					
	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Sheriff services	68	3	20	90%ile	Above the norm
Fire services	76	7	16	63%ile	Similar to the norm
Ambulance/emergency medical services	75	4	11	73%ile	Similar to the norm
Crime prevention	56	2	8	88%ile	Above the norm
Traffic enforcement	56	7	13	54%ile	Similar to the norm
Fire prevention and education	65				No data available

Quality of Public Safety Services (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Sheriff services	68	214	361	41%ile	Below the norm
Fire services	76	201	277	28%ile	Below the norm
Ambulance/emergency medical services	75	166	237	30%ile	Below the norm
Crime prevention	56	140	187	26%ile	Below the norm
Fire prevention and education	65	128	153	17%ile	Below the norm
Traffic enforcement	56	183	230	21%ile	Below the norm

Figure 7: Quality of Transportation Services



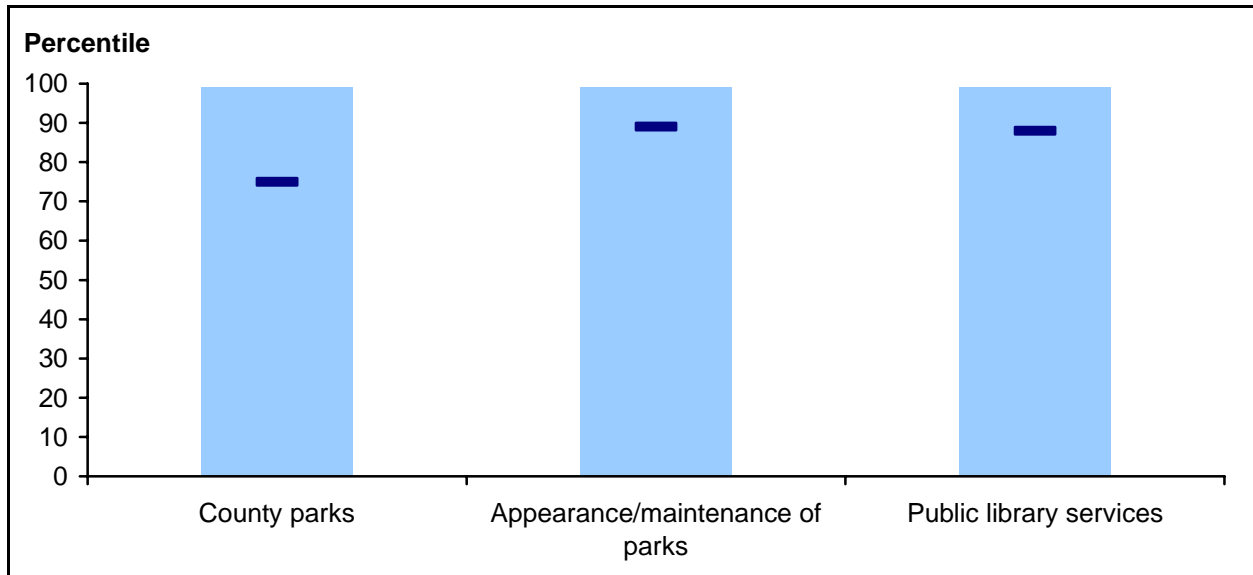
Quality of Transportation Services (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Street repair	55	3	15	87%ile	Above the norm
Traffic signal timing	47	3	6	67%ile	Similar to the norm
Bus/transit services	52	8	10	30%ile	Below the norm
Storm drainage	55	4	9	67%ile	Similar to the norm

Quality of Transportation Services (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Street repair	55	134	322	59%ile	Above the norm
Traffic signal timing	47	90	125	29%ile	Below the norm
Bus/transit services	52	99	145	32%ile	Below the norm
Storm drainage	55	130	228	43%ile	Similar to the norm

Figure 8: Quality of Leisure Services

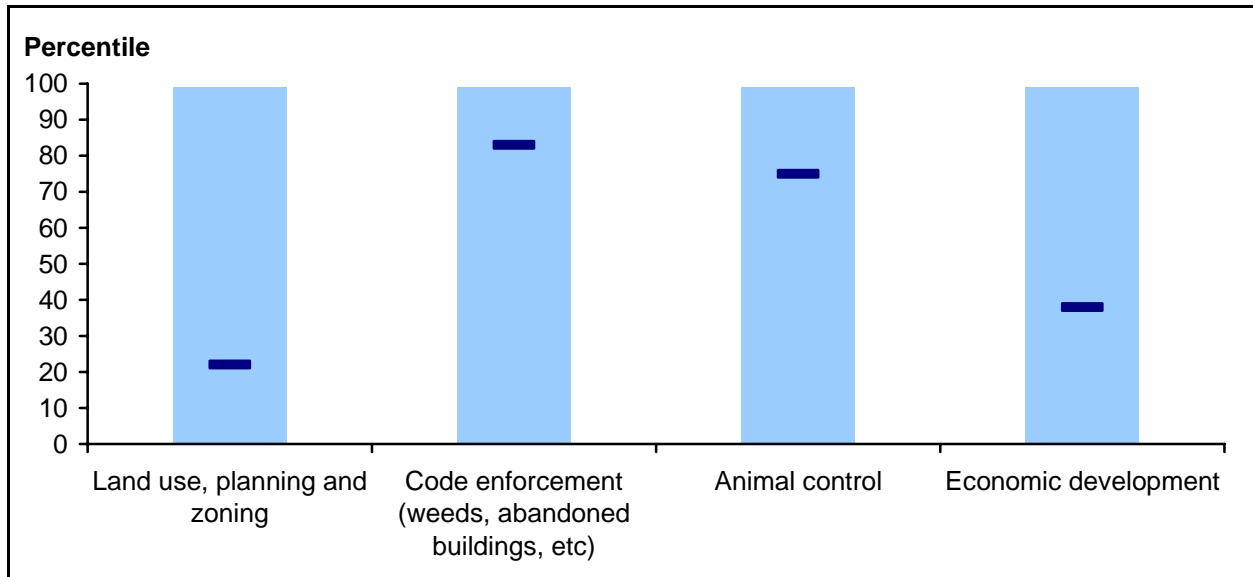


Quality of Leisure Services (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
County parks	77	4	12	75%ile	Above the norm
Appearance/maintenance of parks	76	2	9	89%ile	Above the norm
Public library services	77	3	16	88%ile	Above the norm
Pinellas County Open Space	60				No data available
Accessibility of trails	71				No data available
Appearance/maintenance of Open Space	63				No data available

Quality of Leisure Services (All Jurisdictions in the Database)					
	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
County parks	77	58	216	74%ile	Above the norm
Appearance/maintenance of parks	76	67	218	70%ile	Above the norm
Public library services	77	102	248	59%ile	Above the norm
Pinellas County Open Space	60	19	25	28%ile	Below the norm
Accessibility of trails	71	7	17	65%ile	Above the norm
Appearance/maintenance of Open Space	63	8	13	46%ile	Below the norm

Figure 9: Quality of Planning and Code Enforcement Services

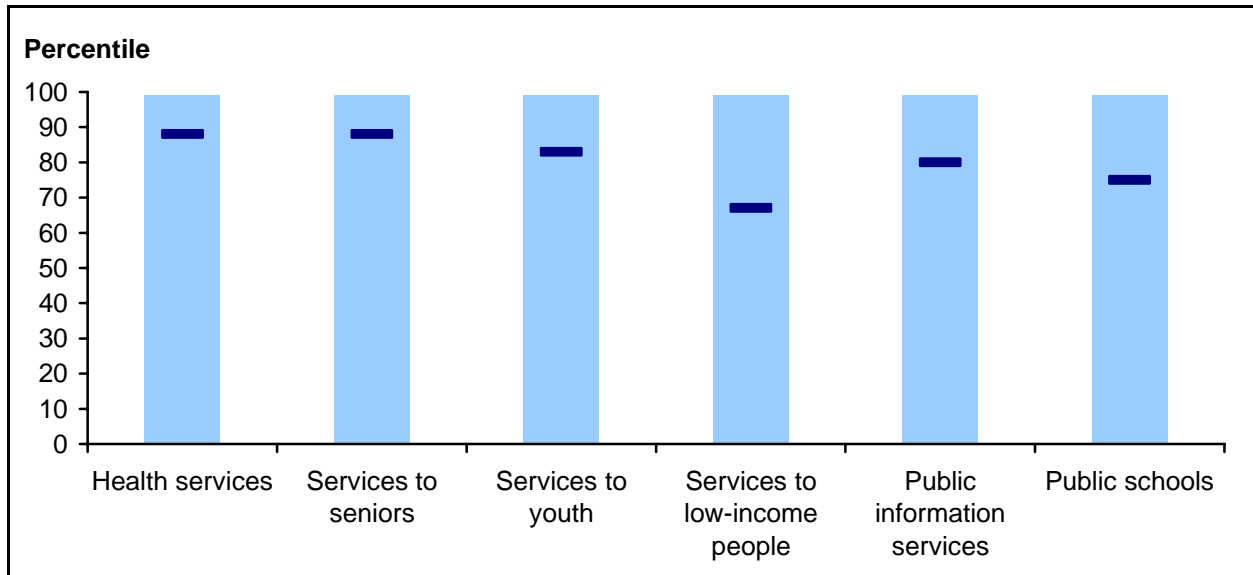


Quality of Planning and Code Enforcement Services (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Land use, planning and zoning	42	8	9	22%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	54	3	12	83%ile	Above the norm
Animal control	62	4	12	75%ile	Above the norm
Economic development	51	6	8	38%ile	Similar to the norm

Quality of Planning and Code Enforcement Services (All Jurisdictions in the Database)					
	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Land use, planning and zoning	42	128	174	27%ile	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	54	106	240	56%ile	Similar to the norm
Animal control	62	99	213	54%ile	Similar to the norm
Economic development	51	94	166	44%ile	Similar to the norm

Figure 10: Quality of Services to Special Populations and Other Services



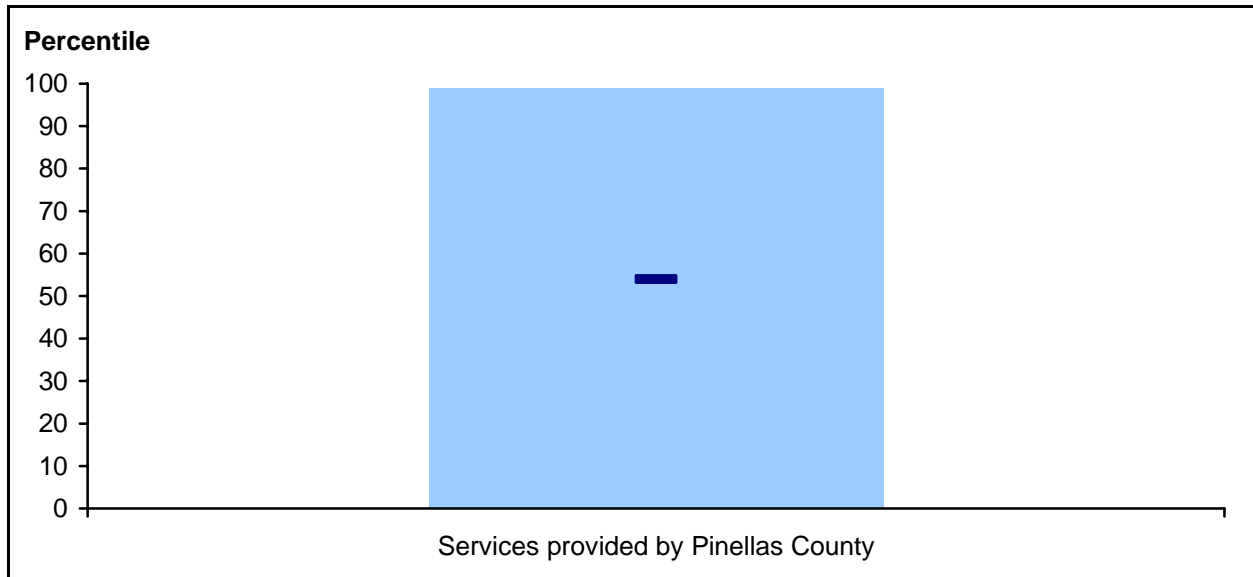
Quality of Services to Special Populations and Other Services (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Health services	59	2	8	88%ile	Above the norm
Services to seniors	63	2	8	88%ile	Above the norm
Services to youth	58	2	6	83%ile	Above the norm
Services to low-income people	44	3	6	67%ile	Similar to the norm
Public information services	62	3	10	80%ile	Above the norm
Public schools	51	4	12	75%ile	Similar to the norm
Mental Health services	49				No data available
Drug and Alcohol services	51				No data available

Quality of Services to Special Populations and Other Services (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Health services	59	65	112	43%ile	Similar to the norm
Services to seniors	63	102	186	46%ile	Similar to the norm
Services to youth	58	72	152	53%ile	Similar to the norm
Services to low-income people	44	90	123	28%ile	Below the norm
Public information services	62	101	189	47%ile	Similar to the norm
Public schools	51	139	171	19%ile	Below the norm
Mental Health services	49	11	14	29%ile	Below the norm
Drug and Alcohol services	51	4	9	67%ile	Above the norm

Figure 11: Overall Quality of Services



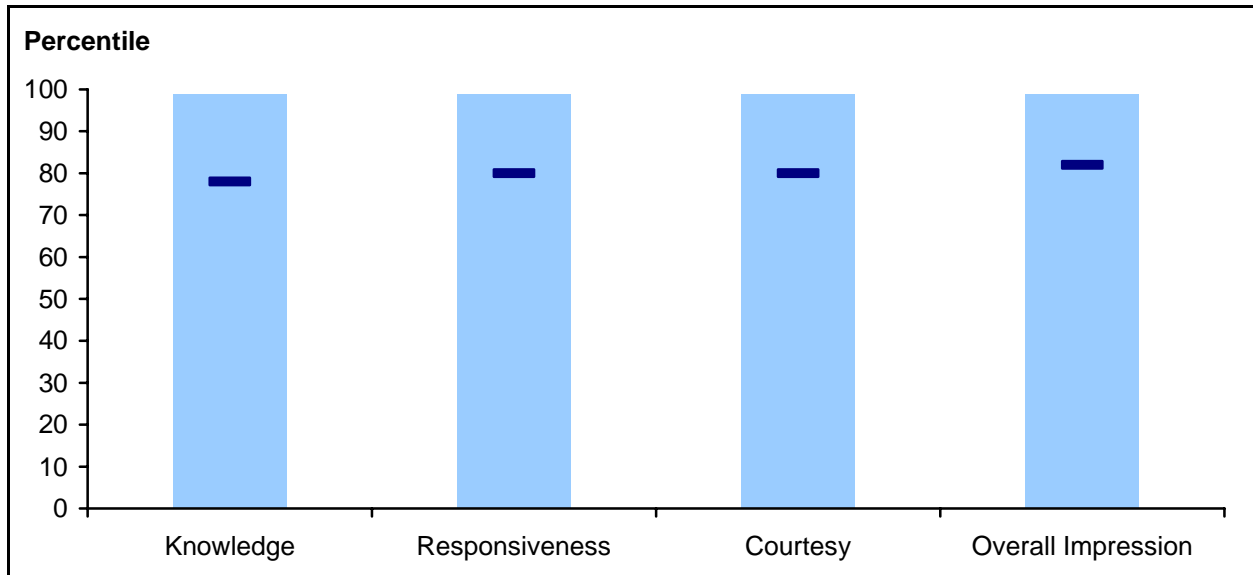
Overall Quality of Services (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Services provided by Pinellas County	59	7	13	54%ile	Similar to the norm
Services provided by the Federal Government	44				No data available
Services provided by the State Government	50				No data available

Overall Quality of Services (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Services provided by Pinellas County	59	205	263	22%ile	Below the norm
Services provided by the Federal Government	44	116	143	20%ile	Below the norm
Services provided by the State Government	50	82	145	44%ile	Similar to the norm

Figure 12: Ratings of Contact with County Employees



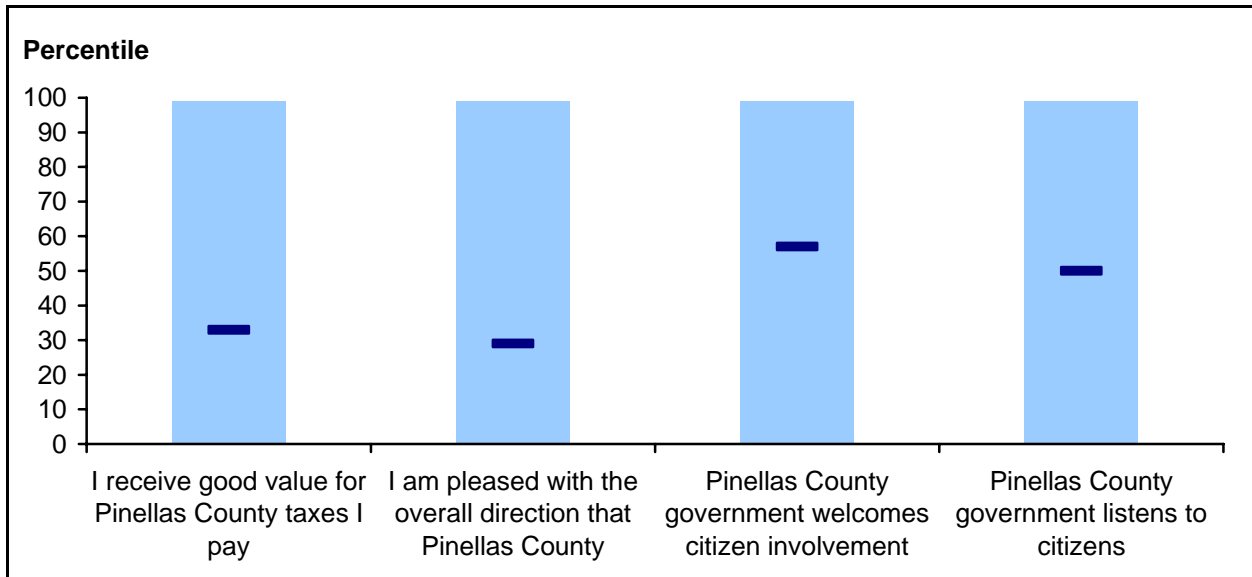
Ratings of Contact with the City Employees (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Knowledge	71	3	9	78%ile	Above the norm
Responsiveness	68	3	10	80%ile	Above the norm
Courtesy	73	2	5	80%ile	Above the norm
Overall Impression	70	3	11	82%ile	Above the norm

Ratings of Contact with the City Employees (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
Knowledge	71	134	198	33%ile	Below the norm
Responsiveness	68	123	202	40%ile	Below the norm
Courtesy	73	91	155	42%ile	Similar to the norm
Overall Impression	70	130	235	45%ile	Similar to the norm

Figure 13: Ratings of Public Trust



Ratings of Public Trust (Jurisdictions with Populations over 500,000)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
I receive good value for Pinellas County taxes I pay	55	7	9	33%ile	Below the norm
I am pleased with the overall direction that Pinellas County	57	6	7	29%ile	Below the norm
Pinellas County government welcomes citizen involvement	64	4	7	57%ile	Similar to the norm
Pinellas County government listens to citizens	54	5	8	50%ile	Below the norm

Ratings of Public Trust (All Jurisdictions in the Database)

	Pinellas County Rating	Rank	Number of Jurisdictions for Comparison	Pinellas County Percentile	Comparison of Pinellas County Rating to Norm
I receive good value for Pinellas County taxes I pay	55	189	221	15%ile	Below the norm
I am pleased with the overall direction that Pinellas County	57	143	177	20%ile	Below the norm
Pinellas County government welcomes citizen involvement	64	149	189	22%ile	Below the norm
Pinellas County government listens to citizens	54	135	164	18%ile	Below the norm

APPENDIX A: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (JURISDICTIONS WITH POPULATIONS OVER 500,000)

Jurisdiction Name	State	2000 Population
Phoenix	AZ	1,321,045
Los Angeles	CA	3,694,820
Sacramento County	CA	1,223,499
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
Denver (City and County)	CO	554,636
Jefferson County	CO	527,056
Broward County	FL	1,623,018
Duval County	FL	778,879
Miami-Dade County	FL	2,253,362
Orange County	FL	896,344
Palm Beach County	FL	1,131,184
Honolulu	HI	876,156
Marion County	IN	860,454
Calgary	INT	878,866
Winnipeg	INT	619,544
Montgomery County	MD	873,341
Detroit	MI	951,270
Charlotte	NC	540,828
New York City	NY	8,008,278
Columbus	OH	711,470
Oklahoma City	OK	506,132
Multnomah County	OR	660,486
Portland	OR	529,121
Philadelphia	PA	1,517,550
Austin	TX	656,562

Jurisdiction Name	State	2000 Population
Dallas	TX	1,188,580
El Paso	TX	563,662
Fort Worth	TX	534,694
King County	WA	1,737,034

APPENDIX B: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (ALL JURISDICTIONS IN THE DATABASE)

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Alabaster	AL	22,169
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Little Rock	AR	183,133
Siloam Springs	AR	10,000
Avondale	AZ	35,883
Chandler	AZ	176,581
Flagstaff	AZ	52,894
Florence	AZ	17,054
Peoria	AZ	108,364
Phoenix	AZ	1,321,045
Prescott Valley	AZ	25,535
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tempe	AZ	158,625
Tucson	AZ	486,699
Agoura Hills	CA	20,537
Bakersfield	CA	247,057
Bellflower	CA	72,878
Benicia	CA	26,865
Burlingame	CA	28,158
Capitola	CA	10,033

Jurisdiction Name	State	2000 Population
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780
Cupertino	CA	50,546
Del Mar	CA	4,389
El Cerrito	CA	23,171
Galt	CA	19,472
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345
Lodi	CA	56,999
Long Beach	CA	461,522
Los Angeles	CA	3,694,820
Lynwood	CA	69,845
Menlo Park	CA	30,785
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
Mountain View	CA	70,708
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Poway	CA	48,044
Rancho Cordova	CA	55,060
Redding	CA	80,865
Richmond	CA	99,216
Ridgecrest	CA	24,927
Riverside	CA	255,166
Sacramento County	CA	1,223,499
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
San Ramon	CA	44,722
Santa Barbara County	CA	399,347

Jurisdiction Name	State	2000 Population
Santa Monica	CA	84,084
Stockton	CA	243,771
Sunnyvale	CA	131,760
Temecula	CA	57,716
Walnut Creek	CA	64,296
Archuleta County	CO	9,898
Arvada	CO	102,153
Aspen	CO	5,914
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Colorado Springs	CO	360,890
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Eagle County	CO	41,659
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159
Grand County	CO	12,442
Greeley	CO	76,930
Greenwood Village	CO	11,035
Highlands Ranch	CO	70,931
Hot Sulphur Springs	CO	521
Jefferson County	CO	527,056
Lakewood	CO	144,126
Larimer County	CO	251,494
Lone Tree	CO	4,873
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Mesa County	CO	116,255
Northglenn	CO	31,575

Jurisdiction Name	State	2000 Population
Parker	CO	23,558
Steamboat Springs	CO	9,815
Summit County	CO	23,548
Thornton	CO	82,384
Vail	CO	4,531
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Hartford	CT	121,578
Manchester	CT	54,740
West Hartford	CT	63,589
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
Belleair Beach	FL	1,751
Boca Raton	FL	74,764
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Charlotte County	FL	141,627
Clearwater	FL	108,787
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Duval County	FL	778,879
Eustis	FL	15,106
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
North Port	FL	22,797

Jurisdiction Name	State	2000 Population
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Orange County	FL	896,344
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach	FL	10,468
Palm Beach County	FL	1,131,184
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Port Orange	FL	45,823
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Titusville	FL	40,670
Volusia County	FL	443,343
Walton County	FL	40,601
Winter Park	FL	24,090
Alpharetta	GA	34,854
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Macon	GA	97,255
Milledgeville	GA	18,757
Smyrna	GA	40,999
Honolulu	HI	876,156
Maui	HI	128,094
Ames	IA	50,731
Ankeny	IA	27,117
Bettendorf	IA	31,275
Cedar Falls	IA	36,145
Clarke County	IA	9,133
Davenport	IA	98,359
Des Moines	IA	198,682

Jurisdiction Name	State	2000 Population
Des Moines County	IA	42,351
Indianola	IA	12,998
Iowa County	IA	15,671
Louisa County	IA	12,183
Marion	IA	7,144
Newton	IA	15,579
Polk County	IA	374,601
Sheldahl	IA	336
Slater	IA	1,306
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Boise	ID	185,787
Moscow	ID	21,291
Batavia	IL	23,866
DeKalb	IL	39,018
Elmhurst	IL	42,762
Evanston	IL	74,239
Gurnee	IL	28,834
Highland Park	IL	31,365
Homewood	IL	19,543
Lincolnwood	IL	12,359
Naperville	IL	128,358
Normal	IL	45,386
O'Fallon	IL	21,910
Palatine	IL	65,479
Shorewood	IL	7,686
Skokie	IL	63,348
Village of Oak Park	IL	52,524
Woodridge	IL	30,934
Fishers	IN	37,835
Fort Wayne	IN	205,727
Gary	IN	102,746
Marion County	IN	860,454
Munster	IN	21,511

Jurisdiction Name	State	2000 Population
Calgary	INT	878,866
District of Saanich, Victoria	INT	103,654
Kamloops	INT	77,281
North Vancouver	INT	44,303
Prince Albert	INT	34,291
Thunder Bay	INT	109,016
Winnipeg	INT	619,544
Arkansas City	KS	11,963
Fairway	KS	3,952
Lenexa	KS	40,238
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Daviess County	KY	91,545
Lexington	KY	260,512
Jefferson Parish	LA	455,466
New Orleans	LA	484,674
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Burlington	MA	22,876
Cambridge	MA	101,355
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Montgomery County	MD	873,341
Ocean City	MD	7,173
Rockville	MD	47,388
Takoma Park	MD	17,299
Saco	ME	16,822
Ann Arbor	MI	114,024

Jurisdiction Name	State	2000 Population
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
Meridian Charter Township	MI	38,987
Novi	MI	47,386
Ottawa County	MI	238,314
Sault Sainte Marie	MI	16,542
Troy	MI	80,959
Village of Howard City	MI	1,585
Blue Earth	MN	3,621
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Fridley	MN	27,449
Golden Valley	MN	20,281
Grand Forks	MN	231
Hutchinson	MN	13,080
Mankato	MN	32,427
Maplewood	MN	34,947
Medina	MN	4,005
Minneapolis	MN	382,618
North Branch	MN	8,023
Polk County	MN	31,369
Prior Lake	MN	15,917
Scott County	MN	89,498
St. Clair Shores	MN	827
St. Cloud	MN	59,107
St. Louis County	MN	200,528
St. Paul	MN	287,151
Washington County	MN	201,130
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881

Jurisdiction Name	State	2000 Population
Independence	MO	113,288
Joplin	MO	45,504
Kansas City	MO	441,545
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
O'Fallon	MO	46,169
Platte City	MO	3,866
Platte County	MO	73,791
Springfield	MO	151,580
Biloxi	MS	50,644
Pascagoula	MS	26,200
Starkville	MS	21,869
Bozeman	MT	27,509
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Davidson	NC	7,139
Durham	NC	187,038
Hudson	NC	3,078
Knightdale	NC	5,958
Wilmington	NC	90,400
Grand Forks	ND	49,321
Wahpeton	ND	8,586
Cedar Creek	NE	396
Kearney	NE	27,431
Dover	NH	26,884
Lyme	NH	1,679
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Farmington	NM	37,844
Los Alamos County	NM	18,343
Taos	NM	4,700

Jurisdiction Name	State	2000 Population
Carson City	NV	52,457
Henderson	NV	175,381
Las Vegas	NV	478,434
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486
Beekman	NY	11,452
Canandaigua	NY	11,264
New York City	NY	8,008,278
Rye	NY	14,955
Watertown	NY	26,705
Akron	OH	217,074
Columbus	OH	711,470
Dayton	OH	166,179
Delaware	OH	25,243
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Sandusky	OH	27,844
Westerville	OH	35,318
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Albany	OR	40,852
Ashland	OR	19,522
Bend	OR	52,029
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Keizer	OR	32,203
Lake Oswego	OR	35,278
Multnomah County	OR	660,486

Jurisdiction Name	State	2000 Population
Portland	OR	529,121
Springfield	OR	52,864
Borough of Ebensburg	PA	3,091
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Columbia	SC	116,278
Greenville	SC	10,468
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
Cookeville	TN	23,923
Franklin	TN	41,842
Knoxville	TN	173,890
Oak Ridge	TN	27,387
Arlington	TX	332,969
Austin	TX	656,562
Benbrook	TX	20,208
Bryan	TX	34,733
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
Duncanville	TX	36,081
El Paso	TX	563,662
Fort Worth	TX	534,694
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
Lubbock	TX	199,564
McAllen	TX	106,414
Missouri City	TX	52,913

Jurisdiction Name	State	2000 Population
Pasadena	TX	141,674
Round Rock	TX	61,136
San Marcos	TX	34,733
Shenandoah	TX	1,503
Sugar Land	TX	63,328
The Colony	TX	26,531
Farmington	UT	12,081
Riverdale	UT	7,656
Washington City	UT	8,186
Albemarle County	VA	79,236
Arlington County	VA	189,453
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesterfield County	VA	259,903
Hanover County	VA	86,320
Hopewell	VA	22,354
Lynchburg	VA	65,269
Newport News	VA	180,150
Northampton County	VA	13,093
Prince William County	VA	280,813
Roanoke County	VA	85,778
Stafford County	VA	92,446
Staunton	VA	23,853
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Bellingham	WA	67,171
Bothell	WA	30,150
Clark County	WA	345,238
Hoquiam	WA	9,097
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054

Jurisdiction Name	State	2000 Population
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Olympia	WA	42,514
Pasco	WA	32,066
Richland	WA	38,708
Snoqualmie	WA	1,631
Tacoma	WA	193,556
Vancouver	WA	143,560
Appleton	WI	70,087
Ashland County	WI	16,866
Eau Claire	WI	61,704
Marquette County	WI	15,832
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Wauwatosa	WI	47,271
Whitewater	WI	13,437
Morgantown	WV	26,809
Cheyenne	WY	53,011
Gillette	WY	19,646
Teton County	WY	18,251

APPENDIX C: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

What is in the citizen survey database?

NRC's database includes the results from citizen surveys conducted in over 500 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

What kinds of questions are included?

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

What is so unique about National Research Center's Citizen Survey database?

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

What is the database used for?

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we 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. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

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 its clients believe services are not very good compared to ratings received by objectively “worse” departments.

National Research Center’s database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center’s database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Aren’t comparisons of questions from different surveys like comparing apples and oranges?

It is true that you can’t simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

How can managers trust the comparability of results?

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management* and *Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms 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.