

**CITY OF LODI
INFORMAL INFORMATIONAL MEETING
"SHIRTSLEEVE" SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, JULY 31, 2007**

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, July 31, 2007, commencing at 7:00 a.m.

A. ROLL CALL

Present: Council Members – Hansen, Hitchcock, Katzakian, Mounce, and Mayor Johnson

Absent: Council Members – None

Also Present: City Manager King, City Attorney Schwabauer, and City Clerk Johl

B. TOPIC(S)

B-1 "Presentation of the Results of the 2007 Lodi Citizen Survey"

City Manager King briefly introduced the subject matter of the citizen survey.

Thomas Miller of the National Research Center provided a PowerPoint presentation. Specific topics of discussion included, but were not limited to, survey background, primary purpose of survey, use of survey results, study methods, characteristics of residents, quality of life, community characteristics, mobility, access, safety from various problems and areas, potential problems, City services, public trust, importance of government projects, support of sales tax, support of greenbelt, conclusions, and possible next steps.

In response to Mayor Johnson, Mr. Miller stated the median income numbers, which are less than other cities' averages, could be reflective of the aging population because it is income that is measured, not wealth.

In response to Council Member Hansen, Mr. Miller stated the 2000 numbers were used because that was the last comparable data available from the Census. He stated the 2005 numbers may be a bit higher.

In response to Council Member Hansen, Mr. Miller stated the percentages in community characteristics are below the norm.

In response to Council Member Hitchcock, City Manager King reviewed the various documentation and survey reports that were provided to the City Council in analyzing the survey results.

In response to Council Member Hansen, Mr. Miller stated the average rate of 77 for safety in the parks during the day was below the norm, which was 80 or above. Mr. King stated the numbers could be lower in percentile but could be a part of the norm in overall statistics based on rank ordering.

In response to Mayor Johnson, Mr. Miller stated the survey results report and the normative report are not solely norm based and the outlined challenges were under the 22%.

In response to Council Member Hansen, Mr. Miller stated the money question was not asked in relation to the greenbelt issue because policy questions rarely include the dollar aspect.

In response to Council Member Hansen, Mr. Miller stated focus groups would be identified groups brought together at a neutral location to discuss topics of concerns. He provided an example of environmental justice focus groups brought together in Sacramento.

In response to Council Member Hansen, Mr. Miller stated the identified challenges are based both on norm comparisons and absolute numbers.

Council Member Hansen stated, while he would like to work on all the challenges, he believes the employee responsiveness and courtesy piece can be worked on soon under City Manager direction.

In response to Council Member Hansen, Mr. Miller stated most communities rate similarly with respect to street and sidewalk conditions.

In response to Council Member Hansen, Mr. Miller stated the identified challenges are specific to the City of Lodi.

In response to Council Member Hansen, Mr. Miller stated there are approximately 180 participants in this survey. He stated the comparative database includes both this survey and other surveys.

In response to Council Member Hansen, Mr. Miller stated this survey was a sample survey and not sent to all residents.

In response to Council Member Hansen, Mr. Miller stated jurisdiction size does not necessarily determine how many surveys go out. He stated the 1,200 number is used for all jurisdictions.

In response to Council Member Katzakian, Mr. Miller stated the 1,200 residents are picked anonymously utilizing data from the U.S. Postal Service and the only information obtained regarding the residents is that which they supply.

In response to Council Member Katzakian, Mr. Miller stated data from the California cities is separated.

In response to Council Member Hansen, Mr. Miller stated a 30% response falls within the typical response category of 25% to 40%.

In response to Council Member Katzakian, Mr. Miller stated the total general employees service question does not separate departments and includes any and all residents who have had any interaction with the City.

In response to Council Member Hansen, Mr. Miller stated he is not sure why more cities are not conducting citizen satisfaction surveys. City Manager King stated it is important to note that the quality of service provided by the City ranked 11% higher than the State and 14% higher than the federal government.

In response to Mayor Johnson, Mr. Miller stated the theory underlying the sampling survey technique is that we will obtain the same results even if everyone was surveyed.

In response to Mayor Johnson, Mr. King stated that, although they can review the data, it is very difficult to compare the current survey results to the previously conducted survey because the questions were untested and not standardized.

In response to Council Member Hansen, Mr. King stated he will be working with Council Member Hitchcock and Lodi Budget/Finance Committee Member Johnson on interpreting and incorporating the survey results.

PUBLIC COMMENTS:

- In response to Rick Gerlack, Mr. Miller stated the employee responsiveness question was broadly asked and could have to do with everything from how long it took to respond to a request to how long the phone rang. He stated the responses are not specific as each department may vary in responsiveness.

C. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

None.

D. ADJOURNMENT

No action was taken by the City Council. The meeting was adjourned at 8:30 a.m.

ATTEST:

Randi Johl
City Clerk

B-1



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Presentation of the Results of the 2007 Lodi Citizen Survey

MEETING DATE: July 31, 2007

PREPARED BY: City Manager

RECOMMENDED ACTION: Receive presentation regarding the results of the 2007 Lodi Citizen Survey.

BACKGROUND INFORMATION: Dr. Thomas Miller, President of the National Research Center, will present the results of the 2007 Lodi Citizen Survey.

The City conducted the citizen survey as an affordable way to measure citizen satisfaction with the City's performance. The survey covered the public's attitude regarding many of the City's services and its perception of Lodi. In addition, the survey included policy questions customized to Lodi.

Mr. Miller's presentation will provide the results of the survey, provide context for the survey, and explain the demographic cross tabulation and comparisons to other cities.

The City Council is scheduled to formally accept the survey results at the August 15, 2007 City Council meeting.

FISCAL IMPACT: Not applicable.



Blair King, City Manager

APPROVED: 

Blair King, City Manager



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The City of Lodi, California

Report of Demographic Subgroup 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 National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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.

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. 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. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lodi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lodi staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Lodi chose was to have crosstabulations of evaluative questions 1-16c by demographic questions 19 (length of residency in Lodi), 27 (annual household income), 30 (age of respondent) and question 31 (gender of respondent).

UNDERSTANDING THE RESULTS

“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 of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 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.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

COMPARISONS

Quality of Life Ratings

	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
How do you rate Lodi as a place to live?	68	55	65	63	71	64	70	65	63	64	64	70	64	68
How do you rate your neighborhood as a place to live?	58	36	59	61	64	51	57	62	65	54	57	61	56	58
How do you rate Lodi as a place to raise children?	60	47	68	63	66	57	68	60	57	66	58	63	59	64
How do you rate Lodi as a place to work?	44	36	46	44	55	38	56	48	49	49	47	48	49	47
How do you rate Lodi as a place to retire?	61	41	57	42	60	48	62	52	51	57	47	61	56	51
How do you rate the overall quality of life in Lodi?	72	53	60	54	65	53	67	64	57	65	57	63	59	64

Average rating on a 100-point scale (100=Excellent, 0=Poor)

The City of Lodi Citizen Survey

Comparisons

Characteristics of the Community														
Please rate each of the following characteristics as they relate to Lodi as a whole:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	Sense of community	57	43	53	52	53	50	51	54	50	52	49	57	50
Openness and acceptance	46	29	33	35	40	38	40	28	42	32	35	45	36	37
Overall appearance of Lodi	64	55	56	62	59	59	61	58	49	57	58	63	60	58
Opportunities to attend cultural activities	53	37	45	48	48	45	47	43	49	39	46	54	47	45
Shopping opportunities	47	42	48	48	50	53	48	46	32	47	48	49	44	51
Air quality	52	40	41	53	50	47	51	42	50	51	43	49	44	51
Recreational opportunities	44	35	37	46	44	40	41	41	47	40	41	45	39	45
Job opportunities	29	24	36	32	31	29	27	38	25	34	28	29	28	32
Access to affordable quality housing	34	25	21	30	24	24	26	27	22	25	24	26	23	28
Access to affordable quality child care	37	28	29	41	28	27	29	36	34	37	30	25	29	34

The City of Lodi Citizen Survey

Comparisons

Characteristics of the Community														
Please rate each of the following characteristics as they relate to Lodi as a whole:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	Access to affordable quality health care	49	46	41	32	31	35	35	44	34	42	30	40	36
Ease of car travel in Lodi	55	60	62	64	55	49	61	66	60	66	55	56	57	61
Ease of bus travel in Lodi	66	45	46	65	58	55	52	57	58	48	58	59	54	59
Ease of bicycle travel in Lodi	64	48	53	59	58	52	56	57	62	59	55	54	53	58
Ease of walking in Lodi	69	55	58	67	65	55	62	68	66	66	60	62	59	66
Educational opportunities	30	43	41	52	48	44	47	45	46	47	44	47	45	47
Overall image/reputation of Lodi	60	51	57	59	59	54	57	63	61	62	54	59	55	60
Overall quality of new development in Lodi	58	49	51	53	49	51	50	52	52	55	48	51	48	54
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

The City of Lodi Citizen Survey

Comparisons

Please rate the speed of growth in the following categories in Lodi over the past 2 years:	Ratings of Growth														
	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?					Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Population growth	33%	40%	47%	18%	24%	28%	27%	37%	30%	38%	24%	30%	27%	33%	
Retail growth (stores, restaurants etc.)	63%	44%	57%	51%	44%	44%	52%	51%	45%	51%	48%	47%	43%	55%	
Jobs growth	8%	22%	17%	18%	26%	22%	20%	25%	30%	31%	18%	16%	20%	24%	
Proportion of respondents rating as "About right"															

The City of Lodi Citizen Survey

Comparisons

Ratings of Potential Problems in Lodi

To what degree, if at all, are the following in Lodi:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Crime	37	25	37	29	30	27	29	36	36	39	29	25	28	34
Drugs	30	23	35	18	19	21	17	31	26	32	20	16	18	28
Too much growth	49	47	45	36	36	40	32	44	54	49	39	31	37	43
Lack of growth	80	75	75	57	80	65	76	80	77	85	66	72	69	79
Graffiti	56	52	61	36	42	41	45	59	48	56	45	40	41	53
Noise	55	56	55	44	63	46	63	61	58	68	52	51	54	60
Run down buildings, weed lots, or junk vehicles	61	37	59	44	57	49	48	58	52	56	50	50	45	57
Traffic congestion	70	52	68	51	55	47	60	62	63	64	54	53	55	59
Homelessness	57	55	56	30	34	33	43	51	44	52	37	36	39	45
Weeds	74	61	64	50	57	55	56	71	53	66	56	54	53	64
Absence of communications from the City of Lodi translated into languages other than English	80	54	85	63	73	57	64	83	85	62	74	74	66	72
Toxic waste or other environmental hazard(s)	69	52	60	46	68	59	65	56	68	75	54	55	55	65
Gangs	43	27	37	13	25	19	23	36	33	36	21	21	20	32

Average rating on a 100-point scale (100=Not a problem, 0=Major problem)

Ratings of Safety from Various Problems

Please rate how safe you feel from the following occurring to you in Lodi:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years		6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Violent crime	70	43	61	52	56	46	49	67	66	59	52	54	50	60
Property crimes	60	33	50	37	40	34	39	50	38	45	37	43	37	46
Fire	73	69	76	64	76	66	72	81	78	74	69	77	68	78
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)														

The City of Lodi Citizen Survey

Comparisons

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	In your neighborhood during the day	82	72	87	82	85	75	83	88	87	86	81	81	80
In your neighborhood after dark	69	51	66	66	69	53	62	76	77	70	63	64	61	69
In Lodi's downtown area during the day	81	82	87	81	84	76	85	88	88	93	79	79	82	85
In Lodi's downtown area after dark	64	57	64	49	55	49	58	64	53	66	53	51	53	60
In Lodi's parks during the day	79	76	77	79	78	71	80	82	80	87	76	72	75	81
In Lodi's parks after dark	55	42	39	42	33	30	36	52	34	50	33	33	30	47
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)														

Crime Victimization and Reporting

	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	During the past twelve months, were you or anyone in your household the victim of any crime?	10%	24%	20%	34%	24%	25%	20%	30%	31%	22%	32%	16%	25%
If yes, was this crime (these crimes) reported to the police?	79%	68%	72%	86%	87%	85%	81%	89%	84%	75%	89%	73%	78%	84%

Percent of respondents whose households were victims of crime, and who reported the crime

The City of Lodi Citizen Survey

Comparisons

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used Lodi public libraries or their services	50%	67%	79%	77%	68%	63%	69%	76%	79%	65%	73%	72%	74%	64%
Participated in a recreation program or activity	33%	34%	57%	55%	47%	39%	42%	58%	56%	44%	54%	42%	55%	40%
Visited a neighborhood park or Lodi Lake	83%	93%	97%	90%	92%	89%	94%	95%	93%	100%	94%	82%	89%	95%
Ridden a local bus within Lodi	11%	33%	16%	30%	24%	40%	24%	16%	9%	18%	25%	32%	26%	22%
Attended a meeting of local elected officials or other local public meeting	12%	7%	10%	17%	32%	15%	16%	20%	44%	5%	27%	27%	19%	21%
Watched a meeting of local elected officials or other local public meeting on cable television	27%	21%	21%	30%	44%	25%	36%	29%	50%	13%	43%	40%	32%	33%
Volunteered your time to some group/activity in Lodi	9%	26%	27%	43%	45%	24%	35%	40%	60%	16%	52%	39%	41%	31%

The City of Lodi Citizen Survey

Comparisons

Use of Community Amenities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Used the Internet to conduct business with Lodi	25%	21%	30%	32%	29%	16%	30%	35%	51%	26%	40%	15%	28%	28%
Attended an event at Hutchins Street Square Community Center	25%	36%	61%	50%	60%	45%	45%	62%	60%	39%	58%	56%	56%	48%
Proportion of respondents engaging in activity at least once in last 12 months														

The City of Lodi Citizen Survey

Comparisons

Quality of Service Ratings

How do you rate the quality of each of the following services?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Police services	81	48	66	60	65	58	64	64	64	66	58	64	61	64
Fire services	84	76	80	76	79	74	81	81	75	83	74	80	77	80
Ambulance/emergency medical services	50	67	74	63	74	66	77	64	66	71	67	72	71	69
Crime prevention	45	36	50	45	49	42	47	48	44	52	40	47	44	48
Fire prevention and education	56	60	63	59	65	57	67	62	67	71	56	62	59	66
Traffic enforcement	67	57	61	58	60	55	64	58	63	69	54	56	57	62
Garbage collection	65	60	70	68	74	65	71	73	64	72	64	74	63	75
Street repair	54	50	49	46	42	42	52	47	32	55	42	44	43	49
Street cleaning	60	46	61	56	54	49	59	58	45	60	51	53	53	56
Street lighting	68	50	63	59	57	50	56	67	57	58	54	61	52	63
Sidewalk maintenance	52	46	44	52	39	37	51	46	36	54	37	42	40	48
Traffic signal timing	54	39	55	57	43	46	45	51	38	46	46	49	47	47
Amount of public parking	47	43	49	41	38	40	40	43	53	45	40	40	38	44
Bus/transit services	60	52	61	60	62	57	64	52	64	51	59	66	59	60
Storm drainage	62	44	49	53	56	47	55	51	58	50	52	56	49	55
Drinking water	56	46	49	48	59	49	55	53	59	58	46	57	48	58
Sewer services	57	53	62	53	65	53	67	61	61	66	55	61	55	65

The City of Lodi Citizen Survey

Comparisons

Quality of Service Ratings														
How do you rate the quality of each of the following services?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
City parks	70	61	64	62	67	59	70	68	54	71	61	63	59	70
Recreation programs or classes	50	51	48	47	60	47	63	47	60	60	52	50	54	53
Range/variety of recreation programs and classes	41	51	39	41	56	40	56	45	54	56	44	47	50	47
Accessibility of parks	58	68	66	65	70	61	75	70	63	75	64	65	64	71
Appearance/maintenance of parks	68	60	66	64	69	63	71	67	55	70	65	64	65	67
Land use, planning and zoning	53	44	49	42	41	43	51	39	37	51	41	39	42	45
Code enforcement (weeds, abandoned buildings, etc)	51	45	51	37	49	41	54	51	40	58	40	44	40	54
Animal control	73	53	54	45	63	53	62	58	59	66	50	58	57	58
Economic development	53	41	49	35	48	36	51	46	43	55	39	41	41	49
Services to seniors	58	45	56	48	55	47	54	54	63	57	49	53	52	53
Services to youth	33	28	39	21	42	27	45	29	33	44	29	35	31	39
Services to low-income people	29	27	37	34	38	28	35	43	40	37	30	40	31	39
Public library services	70	67	66	69	68	68	73	64	60	68	65	72	71	65
Variety of library materials	63	55	59	65	62	57	67	57	53	58	62	63	64	58

The City of Lodi Citizen Survey

Comparisons

Quality of Service Ratings

How do you rate the quality of each of the following services?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Public information services	57	53	52	54	55	51	61	48	54	57	53	53	58	51
Public schools	63	54	50	56	53	58	58	49	39	60	49	55	52	56
Hutchins Street Square Community Center	58	67	71	67	71	62	74	69	71	72	65	73	70	69
Appearance of Hutchins Street Square Community Center	75	67	74	75	80	69	80	78	74	77	74	78	75	77
Appearance of Lodi Lake	65	60	64	65	71	66	70	67	52	71	61	70	67	67
Average rating on a 100-point scale (100=Excellent, 0=Poor)														

The City of Lodi Citizen Survey

Comparisons

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	The City of Lodi	71	47	58	56	58	50	62	57	55	61	53	56	51
The Federal Government	38	45	43	42	42	35	52	39	32	54	35	40	43	43
The State Government	49	48	46	44	43	39	51	43	32	56	38	42	45	45

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Proportion of Population Having Contact with City Employees

	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months?	32%	51%	45%	59%	58%	41%	53%	61%	71%	47%	61%	48%	64%
Percent of respondents who reported contact with a City employee in the last 12 months														

Ratings of Contact with City Employees

What was your impression of employees of the City of Lodi in your most recent contact?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	Knowledge	70	59	64	64	69	61	68	69	70	69	65	65	65
Responsiveness	73	51	58	64	61	58	59	64	59	63	59	58	59	62
Courtesy	74	56	57	64	68	59	67	65	66	67	64	59	62	66
Overall Impression	70	54	59	60	61	52	60	67	62	65	60	55	59	62

Average rating on a 100-point scale (100=Excellent, 0=Poor)

The City of Lodi Citizen Survey

Comparisons

Ratings of Public Trust														
Please rate the following statements:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
	I receive good value for the City of Lodi taxes I pay	65	46	66	62	59	55	61	59	58	61	59	59	56
I am pleased with the overall direction that the City of Lodi is taking	57	56	62	64	51	58	54	58	46	59	56	54	52	59
The City of Lodi government welcomes citizen involvement	58	65	57	67	62	56	66	63	62	68	62	57	58	66
The City of Lodi government listens to citizens	44	52	46	57	50	47	54	50	53	57	52	44	48	54
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)														

The City of Lodi Citizen Survey

Comparisons

Perceptions 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:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Very positive	1%	0%	7%	2%	2%	6%	1%	0%	2%	2%	2%	4%	2%	2%
Somewhat positive	13%	15%	22%	21%	12%	11%	15%	21%	13%	21%	15%	11%	14%	17%
Neutral	54%	55%	35%	43%	51%	52%	43%	49%	61%	46%	52%	45%	50%	45%
Somewhat negative	19%	30%	36%	29%	32%	24%	39%	29%	23%	31%	31%	31%	29%	34%
Very negative	12%	0%	1%	6%	3%	7%	2%	2%	0%	0%	1%	10%	5%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The City of Lodi Citizen Survey

Comparisons

Policy Question #1

On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
Create affordable housing	55%	70%	71%	48%	54%	74%	68%	43%	28%	67%	56%	53%	68%	50%
Stimulate economic development to create jobs and improve City revenue	66%	63%	74%	76%	61%	68%	75%	60%	57%	73%	66%	59%	66%	67%
Rehabilitate and expand the Lodi Library	33%	46%	54%	46%	29%	53%	38%	38%	14%	58%	30%	31%	41%	38%
Improve traffic circulation, sidewalks, and bike paths	42%	39%	45%	53%	40%	55%	43%	31%	29%	46%	39%	47%	49%	37%
Construct parks and community centers	48%	43%	35%	48%	35%	56%	37%	24%	36%	46%	40%	32%	43%	36%
Construct senior service facilities	55%	42%	33%	42%	39%	53%	42%	20%	39%	37%	41%	43%	49%	31%

The City of Lodi Citizen Survey

Comparisons

Policy Question #1															
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?		
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male	
Construct a new animal shelter	47%	24%	29%	35%	35%	45%	33%	20%	24%	31%	32%	36%	42%	24%	
Rehabilitate the Grape Bowl	20%	21%	61%	43%	36%	31%	41%	43%	25%	40%	36%	38%	38%	38%	
Construct an aquatic center	22%	33%	56%	48%	22%	37%	32%	34%	24%	43%	39%	18%	38%	30%	
Construct an indoor sports center	22%	42%	61%	50%	27%	42%	38%	42%	28%	54%	40%	22%	38%	41%	

Proportion of respondents rating "8 9 or 10 on a scale of 1-10, with 10 being most important"

The City of Lodi Citizen Survey

Comparisons

Policy Question #2

To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?	52%	54%	71%	46%	46%	54%	53%	57%	47%	49%	59%	48%	51%	55%

Proportion of respondents rating as "Somewhat" or "Strongly support"

The City of Lodi Citizen Survey

Comparisons

Policy Question #3

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?	How many years have you lived in Lodi?					How much do you anticipate your household's total income before taxes will be for the current year?				Age			What is your gender?	
	Less than 2 years	2 to 5 years	6 to 10 years	11 to 20 years	More than 20 years	Less than \$24,999	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	18-34	35-54	55+	Female	Male
To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?	70%	68%	74%	68%	83%	63%	81%	83%	93%	71%	82%	74%	70%	81%

Proportion of respondents rating as "Somewhat" or "Strongly support"



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The City of Lodi, California

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. 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lodi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lodi 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 500 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	16%
West ²	21%
North Central West ³	12%
North Central East ⁴	12%
South Central ⁵	9%
South ⁶	25%
Northeast West ⁷	3%
Northeast East ⁸	2%
Population	
Less than 40,000	38%
40,000 to 74,999	21%
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 1 representing the best rating and 4 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 3 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 column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. Fourth, 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.

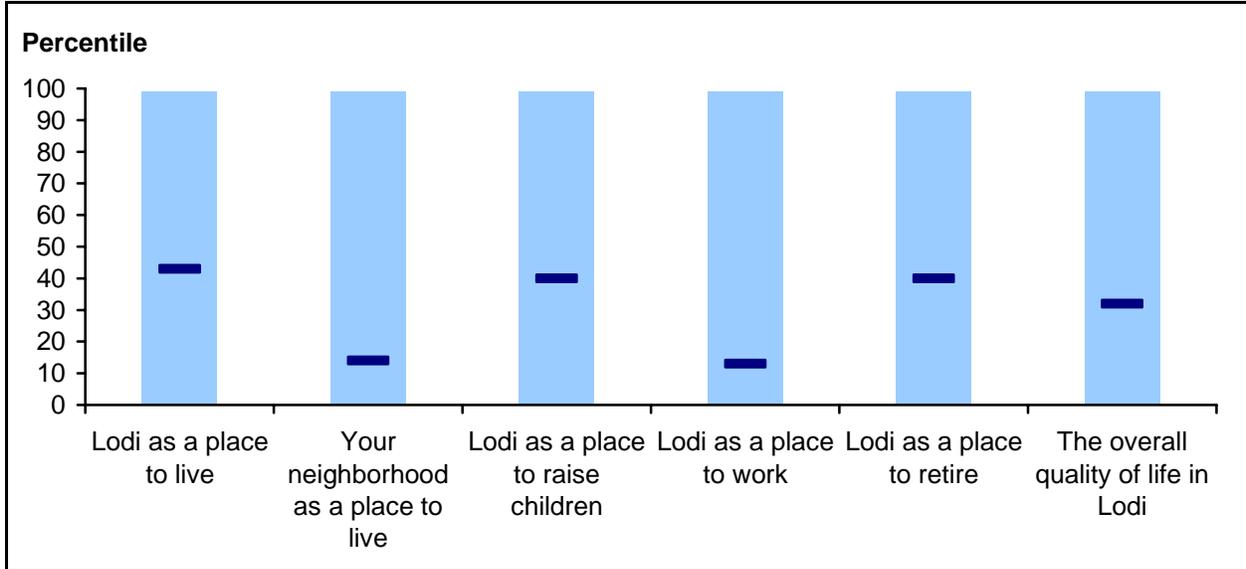
Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of no more than 3 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 3 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.

For Lodi, two tables have been produced for each set of questions. In the first, comparisons are made to jurisdictions in the database that are in California. In the second, comparisons are made to all jurisdictions in the database. For each set of questions, a chart precedes the two tables. The chart's numbers reflect the California only comparisons and graphically represent the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart. The list of jurisdictions in California that are used for comparison is listed as Appendix A in the back of this report.

COMPARISONS

Figure 1: Quality of Life Ratings (California Jurisdictions Only)



Quality of Life Ratings (California Jurisdictions Only)

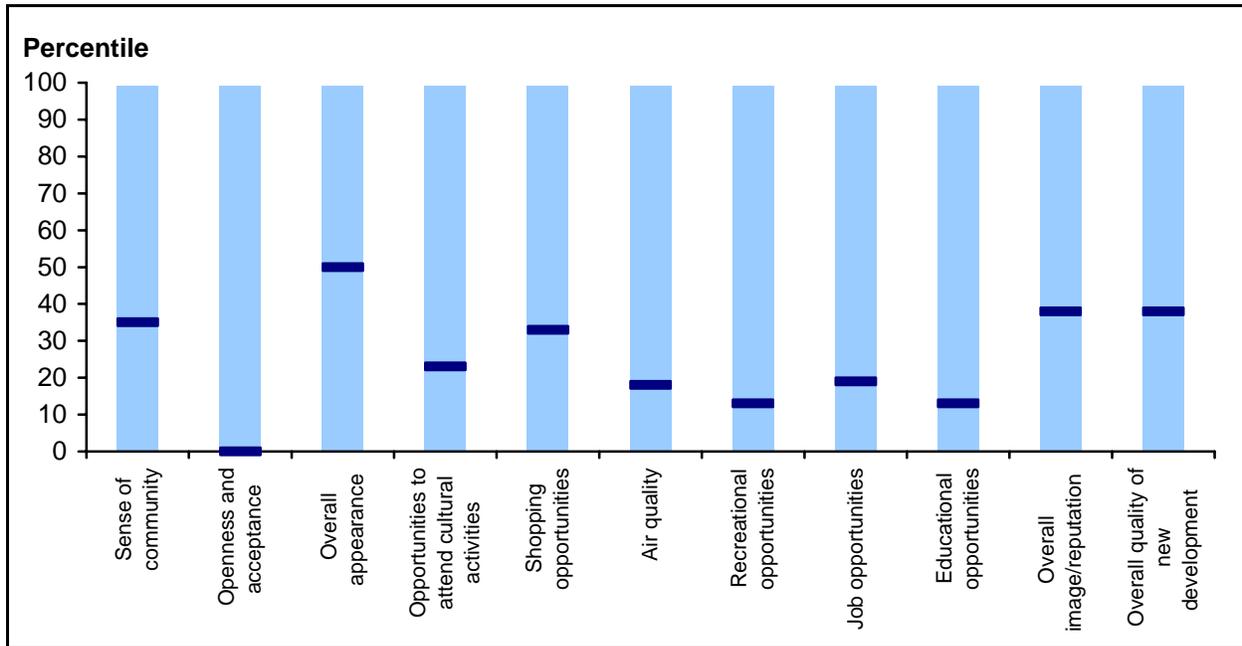
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
How do you rate Lodi as a place to live?	65	13	22	43%ile	Similar to the norm
How do you rate your neighborhood as a place to live?	57	13	15	14%ile	Below the norm
How do you rate Lodi as a place to raise children?	62	10	16	40%ile	Similar to the norm
How do you rate Lodi as a place to work?	48	8	9	13%ile	Below the norm
How do you rate Lodi as a place to retire?	54	10	16	40%ile	Below the norm
How do you rate the overall quality of life in Lodi?	61	14	20	32%ile	Below the norm

The City of Lodi Citizen Survey

Comparisons

Quality of Life Ratings (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
How do you rate Lodi as a place to live?	65	125	212	41%ile	Similar to the norm
How do you rate your neighborhood as a place to live?	57	130	144	10%ile	Below the norm
How do you rate Lodi as a place to raise children?	62	113	180	37%ile	Similar to the norm
How do you rate Lodi as a place to work?	48	73	104	30%ile	Below the norm
How do you rate Lodi as a place to retire?	54	102	167	39%ile	Similar to the norm
How do you rate the overall quality of life in Lodi?	61	146	215	32%ile	Below the norm

Figure 2: Characteristics of the Community: General and Opportunities (California Jurisdictions Only)



Characteristics of the Community: General and Opportunities (California Jurisdictions Only)

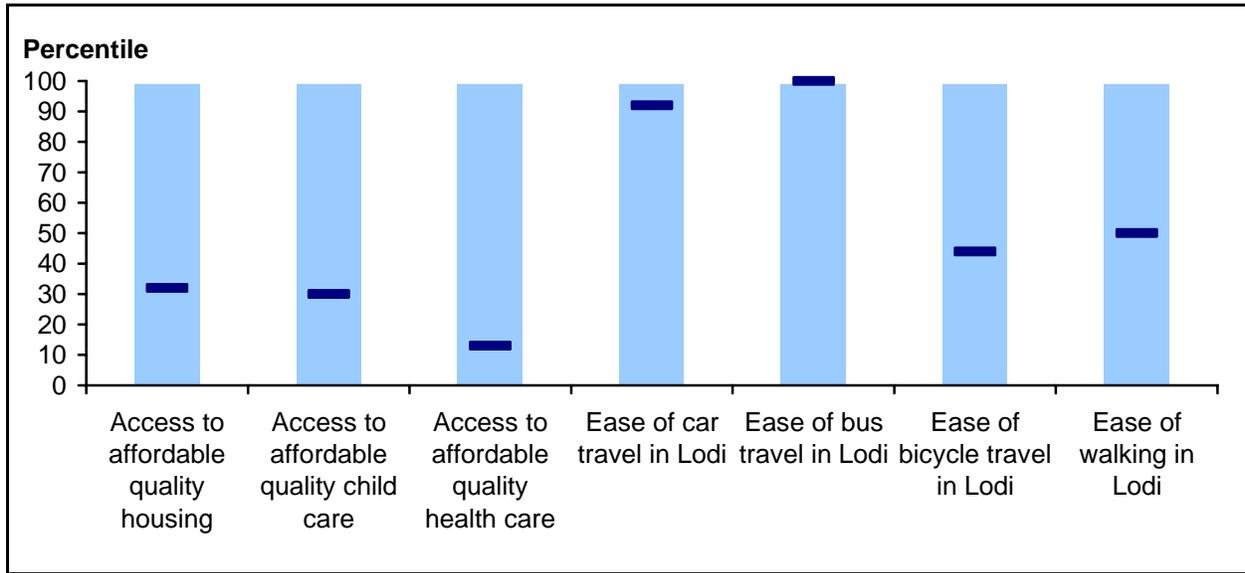
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Sense of community	51	12	18	35%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	36	12	12	0%ile	Below the norm
Overall appearance of Lodi	58	9	17	50%ile	Similar to the norm
Opportunities to attend cultural activities	46	11	14	23%ile	Below the norm
Shopping opportunities	48	11	16	33%ile	Below the norm
Air quality	47	10	12	18%ile	Below the norm
Recreational opportunities	41	15	17	13%ile	Below the norm
Job opportunities	30	14	17	19%ile	Below the norm
Educational opportunities	45	8	9	13%ile	Below the norm
Overall image/reputation of Lodi	57	6	9	38%ile	Below the norm
Overall quality of new development in Lodi	51	6	9	38%ile	Similar to the norm

The City of Lodi Citizen Survey

Comparisons

Characteristics of the Community: General and Opportunities (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Sense of community	51	96	145	34%ile	Below the norm
Openness and acceptance of the community towards people of diverse backgrounds	36	120	120	0%ile	Below the norm
Overall appearance of Lodi	58	81	164	51%ile	Similar to the norm
Opportunities to attend cultural activities	46	96	129	26%ile	Below the norm
Shopping opportunities	48	77	128	40%ile	Similar to the norm
Air quality	47	65	75	14%ile	Below the norm
Recreational opportunities	41	127	145	13%ile	Below the norm
Job opportunities	30	102	150	32%ile	Below the norm
Educational opportunities	45	53	63	16%ile	Below the norm
Overall image/reputation of Lodi	57	51	102	50%ile	Similar to the norm
Overall quality of new development in Lodi	51	54	83	35%ile	Similar to the norm

Figure 3: Characteristics of the Community: Access and Mobility (California Jurisdictions Only)



Characteristics of the Community: Access and Mobility (California Jurisdictions Only)

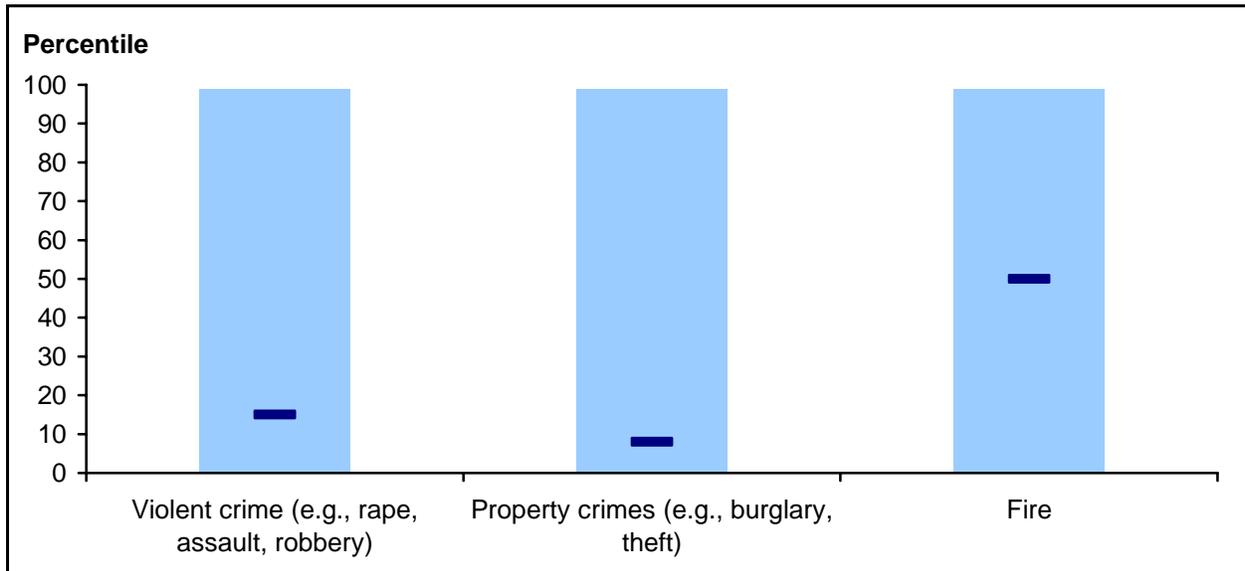
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Access to affordable quality housing	25	14	20	32%ile	Below the norm
Access to affordable quality child care	31	8	11	30%ile	Below the norm
Access to affordable quality health care	37	8	9	13%ile	Below the norm
Ease of car travel in Lodi	58	2	13	92%ile	Above the norm
Ease of bus travel in Lodi	55	1	11	100%ile	Above the norm
Ease of bicycle travel in Lodi	56	6	10	44%ile	Above the norm
Ease of walking in Lodi	62	6	11	50%ile	Similar to the norm

The City of Lodi Citizen Survey

Comparisons

Characteristics of the Community: Access and Mobility (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Access to affordable quality housing	25	159	179	11%ile	Below the norm
Access to affordable quality child care	31	91	102	11%ile	Below the norm
Access to affordable quality health care	37	79	92	14%ile	Below the norm
Ease of car travel in Lodi	58	25	129	81%ile	Above the norm
Ease of bus travel in Lodi	55	11	81	88%ile	Above the norm
Ease of bicycle travel in Lodi	56	33	125	74%ile	Above the norm
Ease of walking in Lodi	62	27	124	79%ile	Above the norm

Figure 4: Ratings of Safety from Various Problems (California Jurisdictions Only)



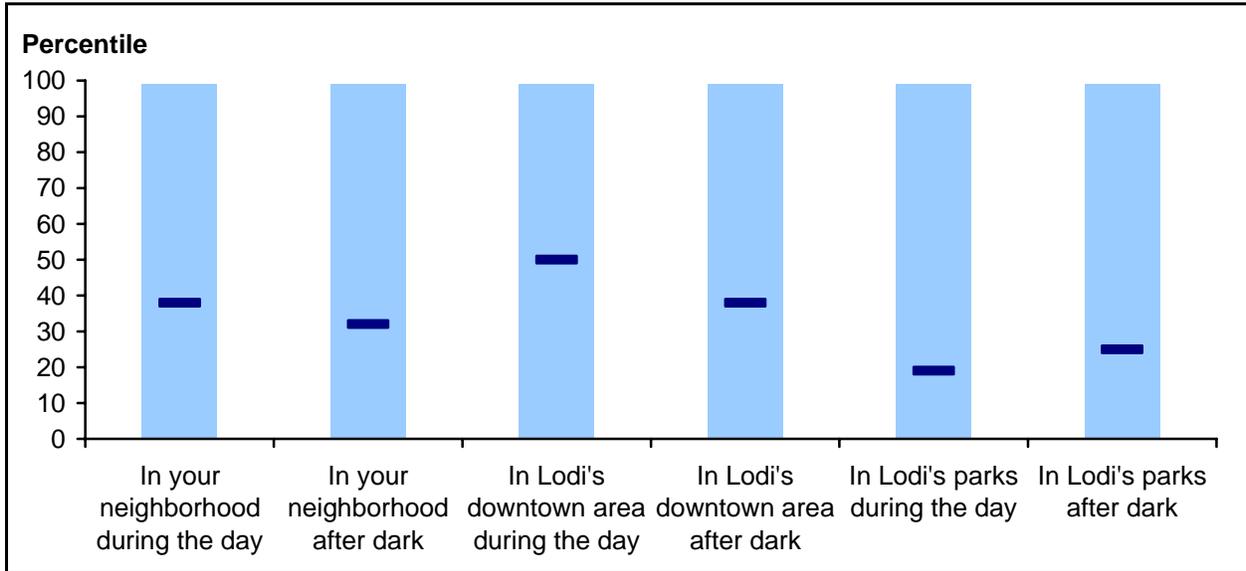
Ratings of Safety From Various Problems (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Violent crime (e.g., rape, assault, robbery)	54	12	14	15%ile	Below the norm
Property crimes (e.g., burglary, theft)	41	13	14	8%ile	Below the norm
Fire	72	8	15	50%ile	Similar to the norm

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

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Violent crime (e.g., rape, assault, robbery)	54	120	137	13%ile	Below the norm
Property crimes (e.g., burglary, theft)	41	127	135	6%ile	Below the norm
Fire	72	79	135	42%ile	Similar to the norm

Figure 5: Ratings of Safety in Various Areas (California Jurisdictions Only)



Ratings of Safety in Various Areas (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
In your neighborhood during the day	82	14	22	38%ile	Similar to the norm
In your neighborhood after dark	65	14	20	32%ile	Similar to the norm
In Lodi's downtown area during the day	83	9	17	50%ile	Above the norm
In Lodi's downtown area after dark	56	11	17	38%ile	Below the norm
In Lodi's parks during the day	77	14	17	19%ile	Below the norm
In Lodi's parks after dark	38	13	17	25%ile	Below the norm

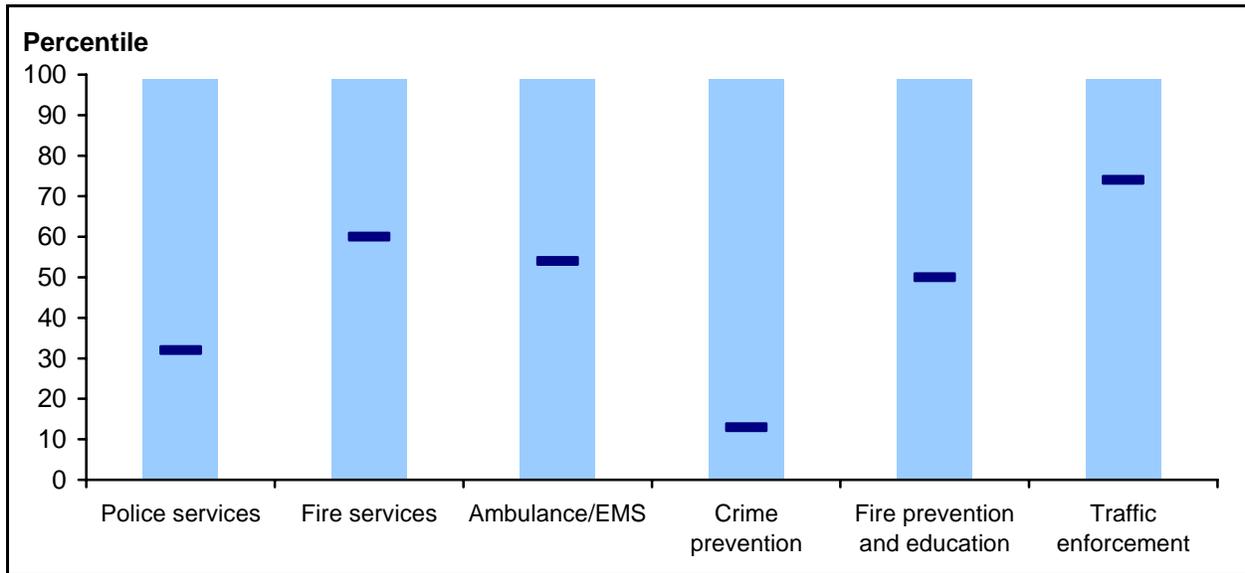
The City of Lodi Citizen Survey

Comparisons

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

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
In your neighborhood during the day	82	111	162	32%ile	Similar to the norm
In your neighborhood after dark	65	125	173	28%ile	Below the norm
In Lodi's downtown area during the day	83	59	136	57%ile	Similar to the norm
In Lodi's downtown area after dark	56	94	152	38%ile	Similar to the norm
In Lodi's parks during the day	77	100	136	27%ile	Below the norm
In Lodi's parks after dark	38	109	136	20%ile	Below the norm

Figure 6: Quality of Public Safety Services (California Jurisdictions Only)



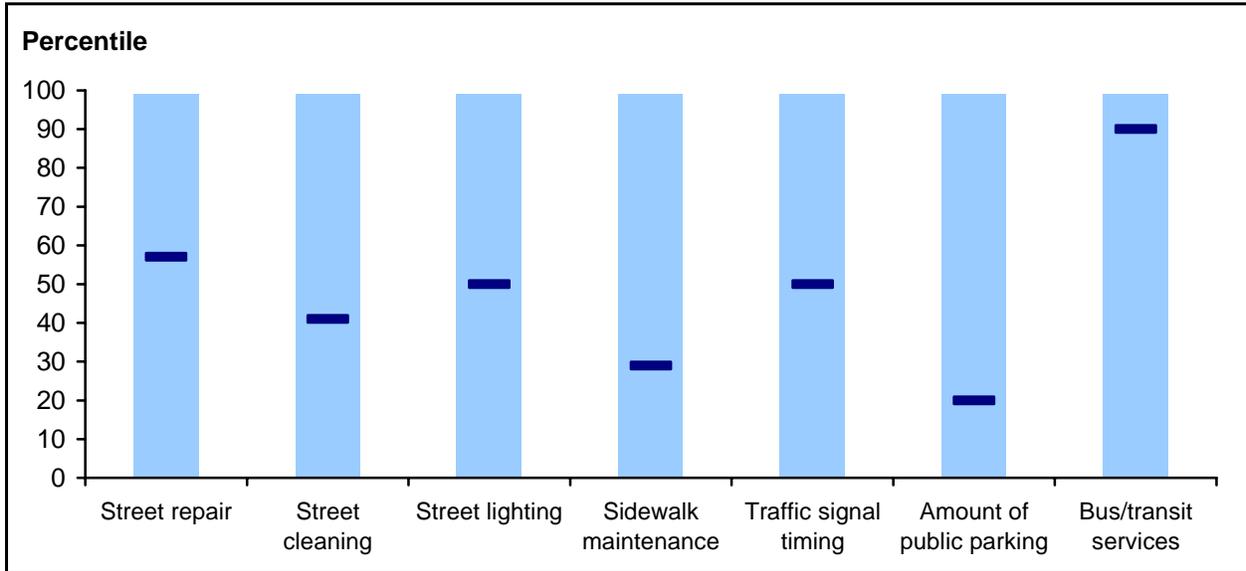
Quality of Public Safety Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Police services	62	14	20	32%ile	Similar to the norm
Fire services	79	7	16	60%ile	Similar to the norm
Ambulance/emergency medical services	70	7	14	54%ile	Similar to the norm
Crime prevention	46	14	16	13%ile	Below the norm
Fire prevention and education	62	7	13	50%ile	Similar to the norm
Traffic enforcement	59	6	20	74%ile	Above the norm

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

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Police services	62	137	241	43%ile	Similar to the norm
Fire services	79	52	202	75%ile	Above the norm
Ambulance/emergency medical services	70	111	160	31%ile	Similar to the norm
Crime prevention	46	119	146	19%ile	Below the norm
Fire prevention and education	62	74	117	37%ile	Similar to the norm
Traffic enforcement	59	56	180	69%ile	Above the norm

Figure 7: Quality of Transportation Services (California Jurisdictions Only)

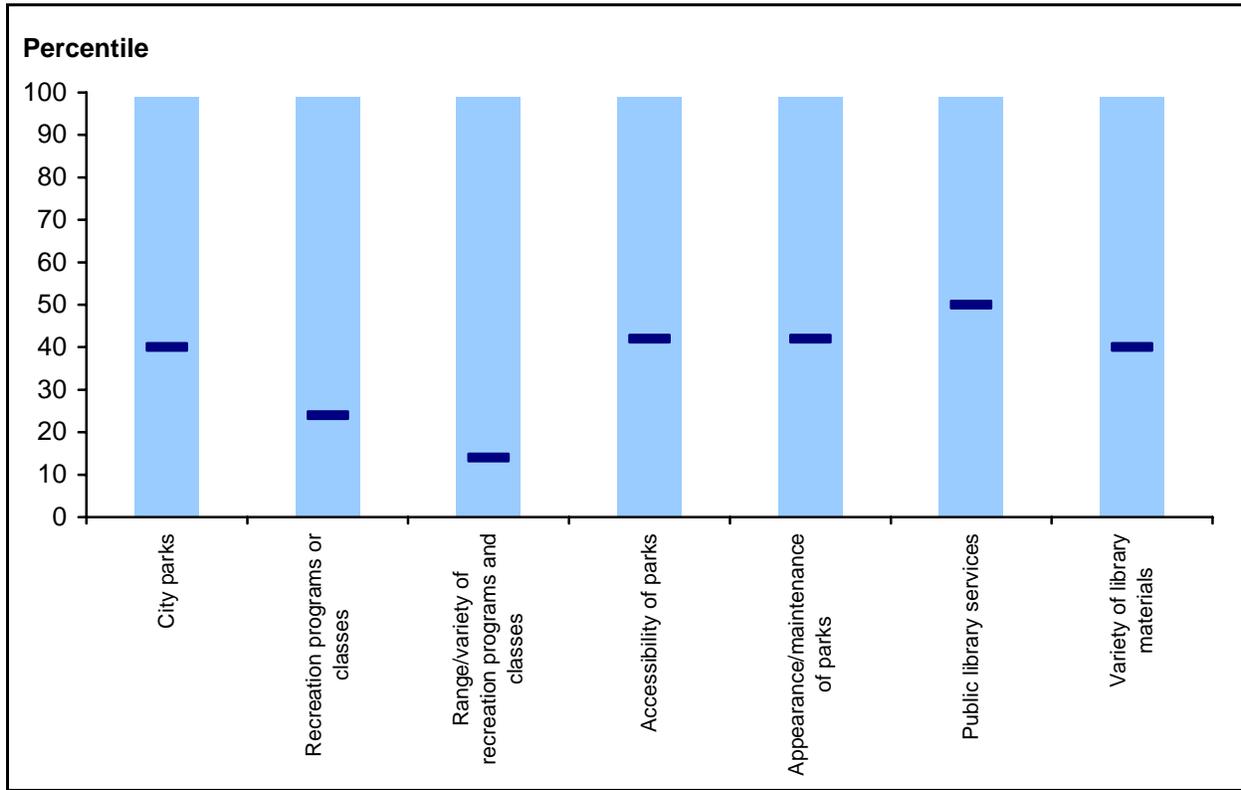


Quality of Transportation Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Street repair	46	11	24	57%ile	Similar to the norm
Street cleaning	54	11	18	41%ile	Similar to the norm
Street lighting	57	10	19	50%ile	Similar to the norm
Sidewalk maintenance	44	13	18	29%ile	Below the norm
Traffic signal timing	47	7	13	50%ile	Similar to the norm
Amount of public parking	41	9	11	20%ile	Below the norm
Bus/transit services	59	2	11	90%ile	Above the norm

Quality of Transportation Services (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Street repair	46	102	215	53%ile	Similar to the norm
Street cleaning	54	83	155	47%ile	Similar to the norm
Street lighting	57	55	166	67%ile	Above the norm
Sidewalk maintenance	44	92	148	38%ile	Below the norm
Traffic signal timing	47	36	103	66%ile	Similar to the norm
Amount of public parking	41	53	89	41%ile	Similar to the norm
Bus/transit services	59	29	102	72%ile	Above the norm

Figure 8: Quality of Leisure Services (California Jurisdictions Only)



Quality of Leisure Services (California Jurisdictions Only)

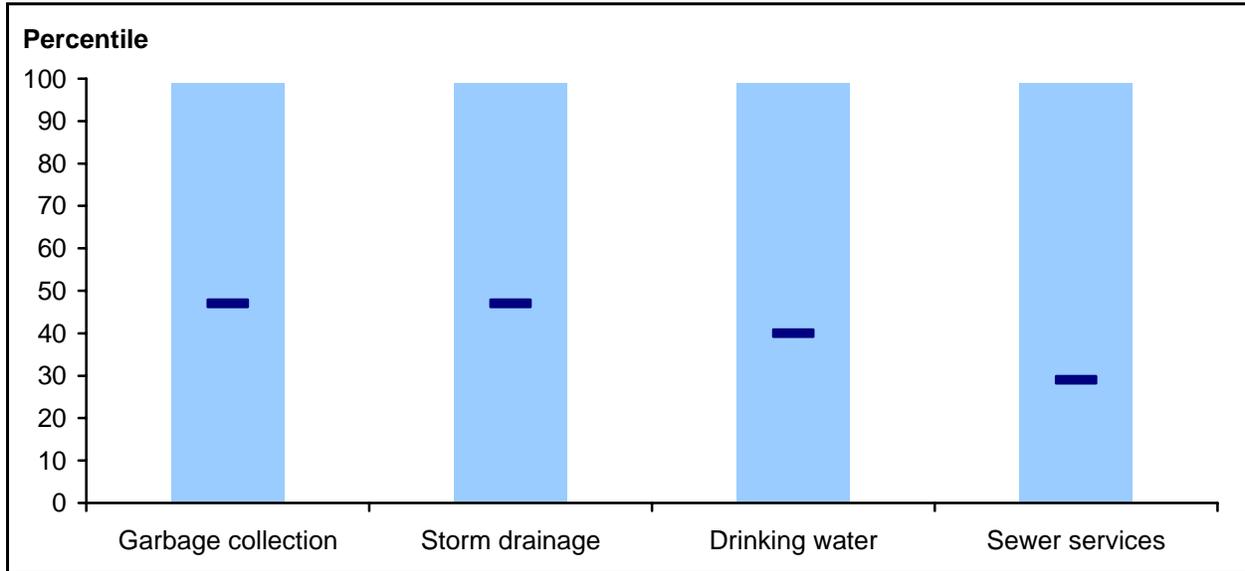
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
City parks	64	10	16	40%ile	Similar to the norm
Recreation programs or classes	53	14	18	24%ile	Below the norm
Range/variety of recreation programs and classes	48	13	15	14%ile	Below the norm
Accessibility of parks	67	8	13	42%ile	Similar to the norm
Appearance/maintenance of parks	66	12	20	42%ile	Similar to the norm
Public library services	68	10	19	50%ile	Similar to the norm
Variety of library materials	60	7	11	40%ile	Similar to the norm

The City of Lodi Citizen Survey

Comparisons

Quality of Leisure Services (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
City parks	64	83	152	46%ile	Similar to the norm
Recreation programs or classes	53	139	165	16%ile	Below the norm
Range/variety of recreation programs and classes	48	93	109	15%ile	Below the norm
Accessibility of parks	67	55	123	56%ile	Similar to the norm
Appearance/maintenance of parks	66	82	161	49%ile	Similar to the norm
Public library services	68	98	174	44%ile	Similar to the norm
Variety of library materials	60	66	85	23%ile	Below the norm

Figure 9: Quality of Utility Services (California Jurisdictions Only)



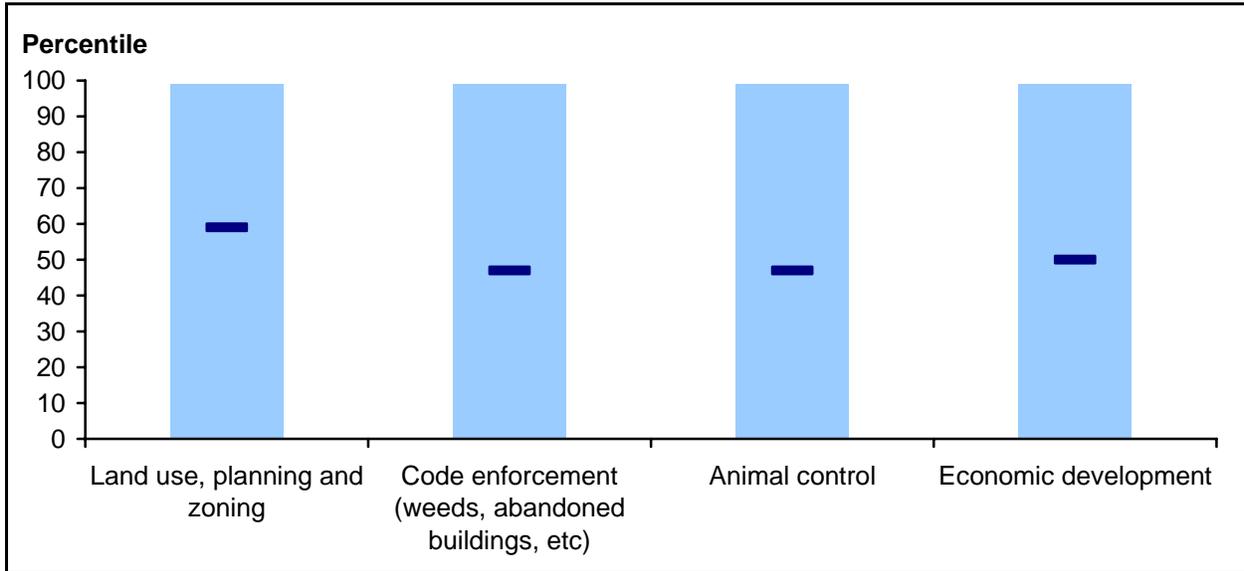
Quality of Utility Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Garbage collection	69	11	20	47%ile	Similar to the norm
Storm drainage	52	9	16	47%ile	Similar to the norm
Drinking water	53	7	11	40%ile	Similar to the norm
Sewer services	60	6	8	29%ile	Similar to the norm

Quality of Utility Services (All Jurisdictions in the Database)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Garbage collection	69	83	178	54%ile	Similar to the norm
Storm drainage	52	80	170	53%ile	Similar to the norm
Drinking water	53	76	132	43%ile	Similar to the norm
Sewer services	60	68	133	49%ile	Similar to the norm

Figure 10: Quality of Planning and Code Enforcement Services (California Jurisdictions Only)



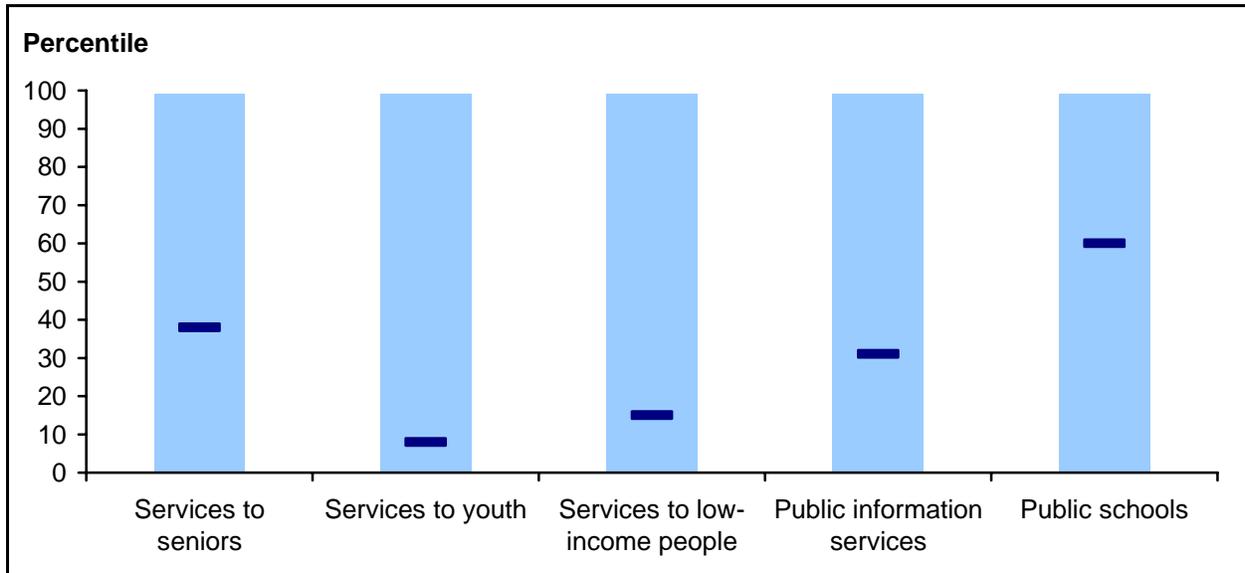
Quality of Planning and Code Enforcement Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Land use, planning and zoning	43	8	18	59%ile	Similar to the norm
Code enforcement (weeds, abandoned buildings, etc)	47	11	20	47%ile	Similar to the norm
Animal control	58	9	16	47%ile	Similar to the norm
Economic development	45	7	13	50%ile	Similar to the norm

Quality of Planning and Code Enforcement Services (All Jurisdictions in the Database)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Land use, planning and zoning	43	59	140	58%ile	Similar to the norm
Code enforcement (weeds, abandoned buildings, etc)	47	82	179	54%ile	Similar to the norm
Animal control	58	51	150	66%ile	Above the norm
Economic development	45	64	130	51%ile	Similar to the norm

Figure 11: Quality of Services to Special Populations and Other Services (California Jurisdictions Only)

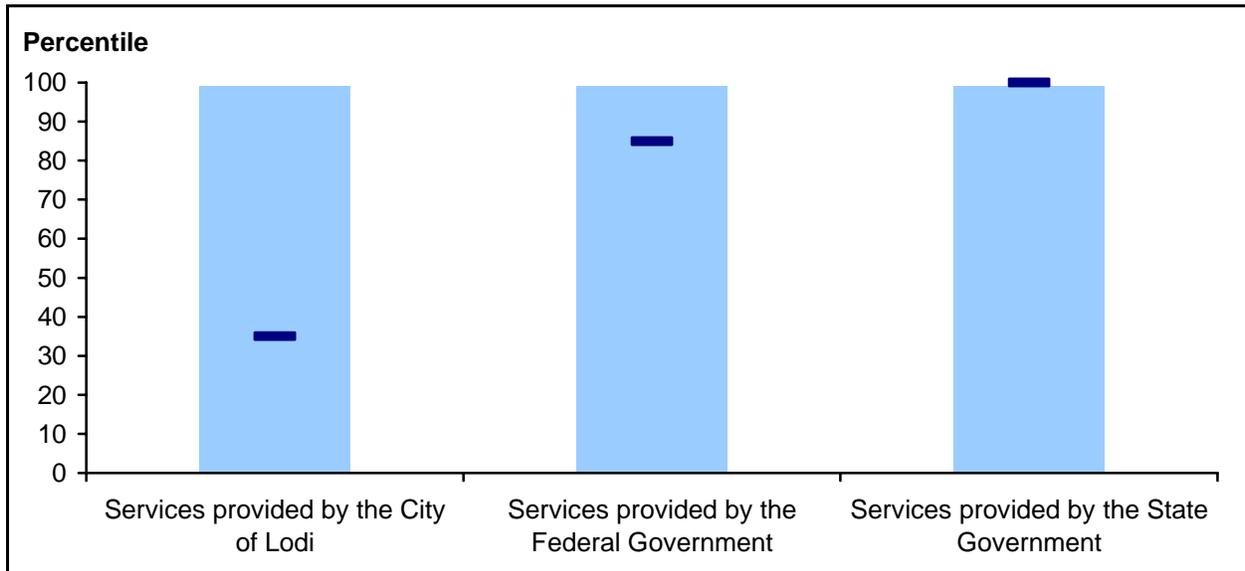


Quality of Services to Special Populations and Other Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Services to seniors	53	11	17	38%ile	Below the norm
Services to youth	35	13	14	8%ile	Below the norm
Services to low-income people	35	12	14	15%ile	Below the norm
Public information services	54	10	14	31%ile	Similar to the norm
Public schools	54	3	6	60%ile	Above the norm

Quality of Services to Special Populations and Other Services (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Services to seniors	53	95	137	31%ile	Below the norm
Services to youth	35	113	123	8%ile	Below the norm
Services to low-income people	35	84	101	17%ile	Below the norm
Public information services	54	87	150	42%ile	Similar to the norm
Public schools	54	66	115	43%ile	Similar to the norm

Figure 12: Overall Quality of Services (California Jurisdictions Only)



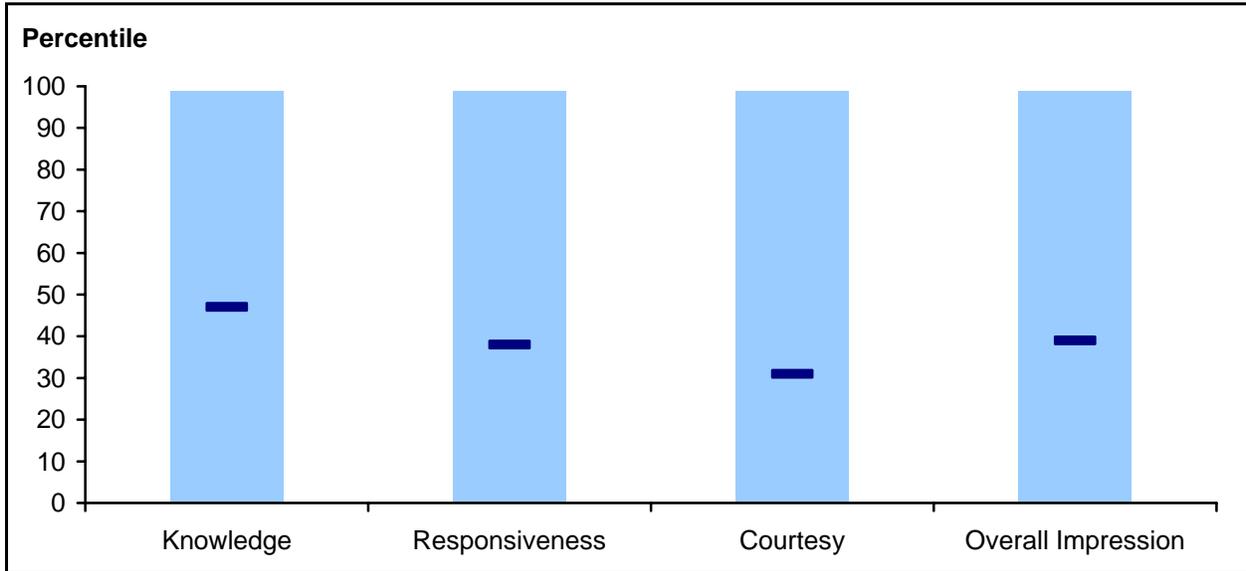
Overall Quality of Services (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Services provided by the City of Lodi	56	18	27	35%ile	Below the norm
Services provided by the Federal Government	42	3	14	85%ile	Above the norm
Services provided by the State Government	45	1	15	100%ile	Above the norm

Overall Quality of Services (All Jurisdictions in the Database)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Services provided by the City of Lodi	56	126	196	36%ile	Below the norm
Services provided by the Federal Government	42	62	124	50%ile	Similar to the norm
Services provided by the State Government	45	60	126	53%ile	Similar to the norm

Figure 13: Ratings of Contact with City Employees (California Jurisdictions Only)



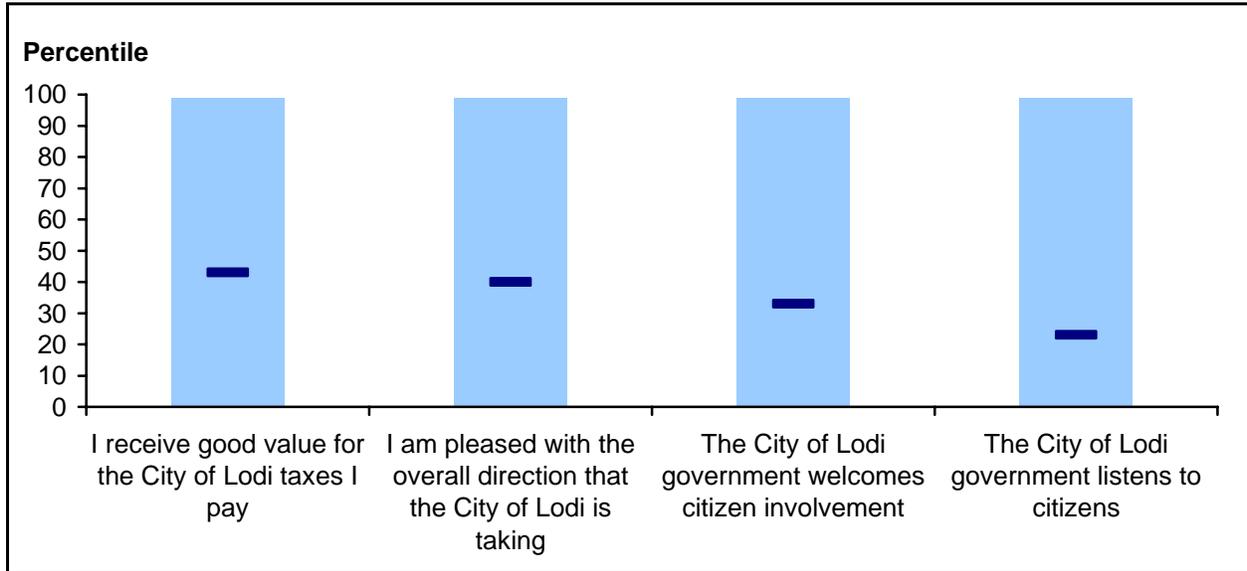
Ratings of Contact with the City Employees (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Knowledge	66	9	16	47%ile	Similar to the norm
Responsiveness	60	11	17	38%ile	Similar to the norm
Courtesy	64	10	14	31%ile	Below the norm
Overall Impression	60	12	19	39%ile	Below the norm

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

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
Knowledge	66	99	171	42%ile	Similar to the norm
Responsiveness	60	116	167	31%ile	Below the norm
Courtesy	64	94	135	31%ile	Below the norm
Overall Impression	60	135	190	29%ile	Below the norm

Figure 14: Ratings of Public Trust (California Jurisdictions Only)



Ratings of Public Trust (California Jurisdictions Only)

	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
I receive good value for the City of Lodi taxes I pay	59	9	15	43%ile	Similar to the norm
I am pleased with the overall direction that the City of Lodi is taking	56	10	16	40%ile	Similar to the norm
The City of Lodi government welcomes citizen involvement	62	11	16	33%ile	Similar to the norm
The City of Lodi government listens to citizens	50	11	14	23%ile	Below the norm

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Comparisons

Ratings of Public Trust (All Jurisdictions in the Database)					
	City of Lodi Rating	Rank	Number of Jurisdictions for Comparison	City of Lodi Percentile	Comparison of Lodi Rating to Norm
I receive good value for the City of Lodi taxes I pay	59	84	179	53%ile	Similar to the norm
I am pleased with the overall direction that the City of Lodi is taking	56	102	151	33%ile	Similar to the norm
The City of Lodi government welcomes citizen involvement	62	83	163	49%ile	Similar to the norm
The City of Lodi government listens to citizens	50	101	141	29%ile	Below the norm

APPENDIX A: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (CALIFORNIA JURISDICTIONS ONLY)

Jurisdiction Name	State	2000 Population
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Capitola	CA	10,033
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
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345
Long Beach	CA	461,522
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
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

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Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Riverside	CA	255,166
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
Santa Monica	CA	84,084
Sunnyvale	CA	131,760
Walnut Creek	CA	64,296

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
Siloam Springs	AR	10,000
Chandler	AZ	176,581
Flagstaff	AZ	52,894
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tucson	AZ	486,699
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Capitola	CA	10,033
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
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345

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Jurisdiction Name	State	2000 Population
Long Beach	CA	461,522
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
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
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
Santa Monica	CA	84,084
Sunnyvale	CA	131,760
Walnut Creek	CA	64,296
Archuleta County	CO	9,898
Arvada	CO	102,153
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159

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Jurisdiction Name	State	2000 Population
Greenwood Village	CO	11,035
Highlands Ranch	CO	70,931
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
Parker	CO	23,558
Thornton	CO	82,384
Westminster	CO	100,940
Wheat Ridge	CO	32,913
West Hartford	CT	63,589
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
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
Clearwater	FL	108,787
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
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

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Jurisdiction Name	State	2000 Population
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach County	FL	1,131,184
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Pinellas County	FL	921,482
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
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Macon	GA	97,255
Milledgeville	GA	18,757
Honolulu	HI	876,156
Maui	HI	128,094
Adams County	IA	4,482
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
Indianola	IA	12,998
Iowa County	IA	15,671
Marion	IA	7,144

The City of Lodi Citizen Survey

FAQ

Jurisdiction Name	State	2000 Population
Newton	IA	15,579
Polk County	IA	374,601
Sheldahl	IA	336
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
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
Naperville	IL	128,358
O'Fallon	IL	21,910
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
Munster	IN	21,511
Calgary	INT	878,866
District of Saanich,Victoria	INT	103,654
North Vancouver	INT	44,303
Prince Albert	INT	34,291
Thunder Bay	INT	109,016
Winnipeg	INT	619,544
Arkansas City	KS	11,963
Lenexa	KS	40,238
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679

The City of Lodi Citizen Survey

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Jurisdiction Name	State	2000 Population
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
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Cambridge	MA	101,355
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Rockville	MD	47,388
Saco	ME	16,822
Ann Arbor	MI	114,024
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
Grand Forks	MN	231
Hutchinson	MN	13,080
Mankato	MN	32,427
Maplewood	MN	34,947

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Jurisdiction Name	State	2000 Population
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. 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
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
Springfield	MO	151,580
Biloxi	MS	50,644
Starkville	MS	21,869
Bozeman	MT	27,509
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Durham	NC	187,038
Hudson	NC	3,078
Knightdale	NC	5,958
Wilmington	NC	90,400
Grand Forks	ND	49,321
Cedar Creek	NE	396
Kearney	NE	27,431

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Jurisdiction Name	State	2000 Population
Dover	NH	26,884
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Los Alamos County	NM	18,343
Taos	NM	4,700
Carson City	NV	52,457
Henderson	NV	175,381
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
Rye	NY	14,955
Akron	OH	217,074
Columbus	OH	711,470
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Sandusky	OH	27,844
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Ashland	OR	19,522
Corvallis	OR	49,322
Gresham	OR	90,205
Lake Oswego	OR	35,278
Portland	OR	529,121
Springfield	OR	52,864
Borough of Ebensburg	PA	3,091
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213

The City of Lodi Citizen Survey

FAQ

Jurisdiction Name	State	2000 Population
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
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
Aberdeen	SD	24,658
Cookeville	TN	23,923
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
McAllen	TX	106,414
Missouri City	TX	52,913
Pasadena	TX	141,674
Round Rock	TX	61,136
San Marcos	TX	34,733
Sugar Land	TX	63,328
The Colony	TX	26,531
Farmington	UT	12,081
Riverdale	UT	7,656
Washington City	UT	8,186

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Jurisdiction Name	State	2000 Population
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
Stafford County	VA	92,446
Staunton	VA	23,853
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Pasco	WA	32,066
Richland	WA	38,708
Tacoma	WA	193,556
Vancouver	WA	143,560
Appleton	WI	70,087
Ashland County	WI	16,866
Eau Claire	WI	61,704
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Superior	WI	27,368

Jurisdiction Name	State	2000 Population
Village of Brown Deer	WI	12,170
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.



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The City of Lodi, California

Report of Results 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. 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lodi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lodi staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 63 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 336 residents, for a response rate of 30%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 336 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Lodi. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. 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 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), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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

¹ The birthday method requests 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.

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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

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).

"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.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 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 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Lodi. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Lodi. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Lodi.

Quality of Life

When asked to rate the overall quality of life in Lodi, 19% of respondents thought it was “excellent.” Only 3% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Lodi are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Lodi

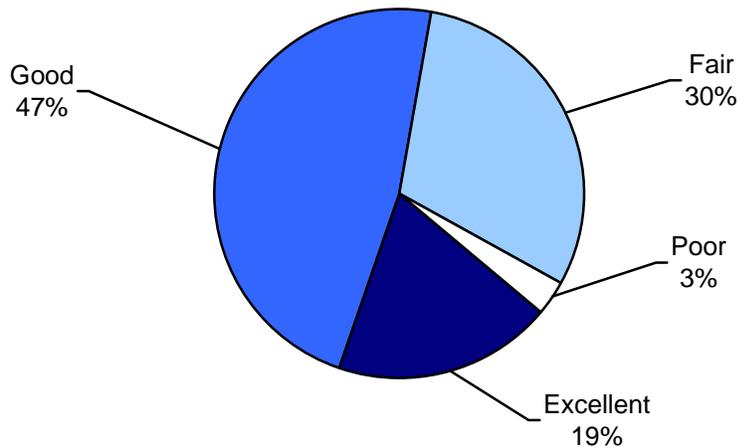
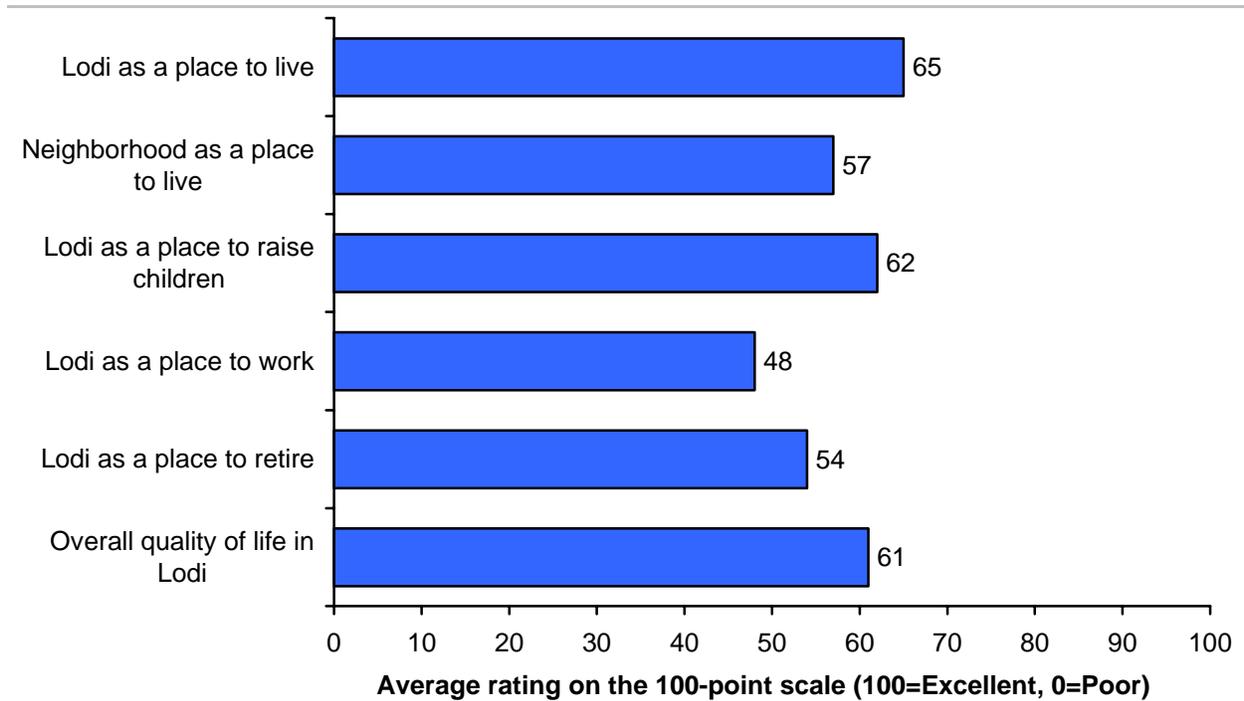


Figure 2: Quality of Life Ratings



Quality of Life Ratings

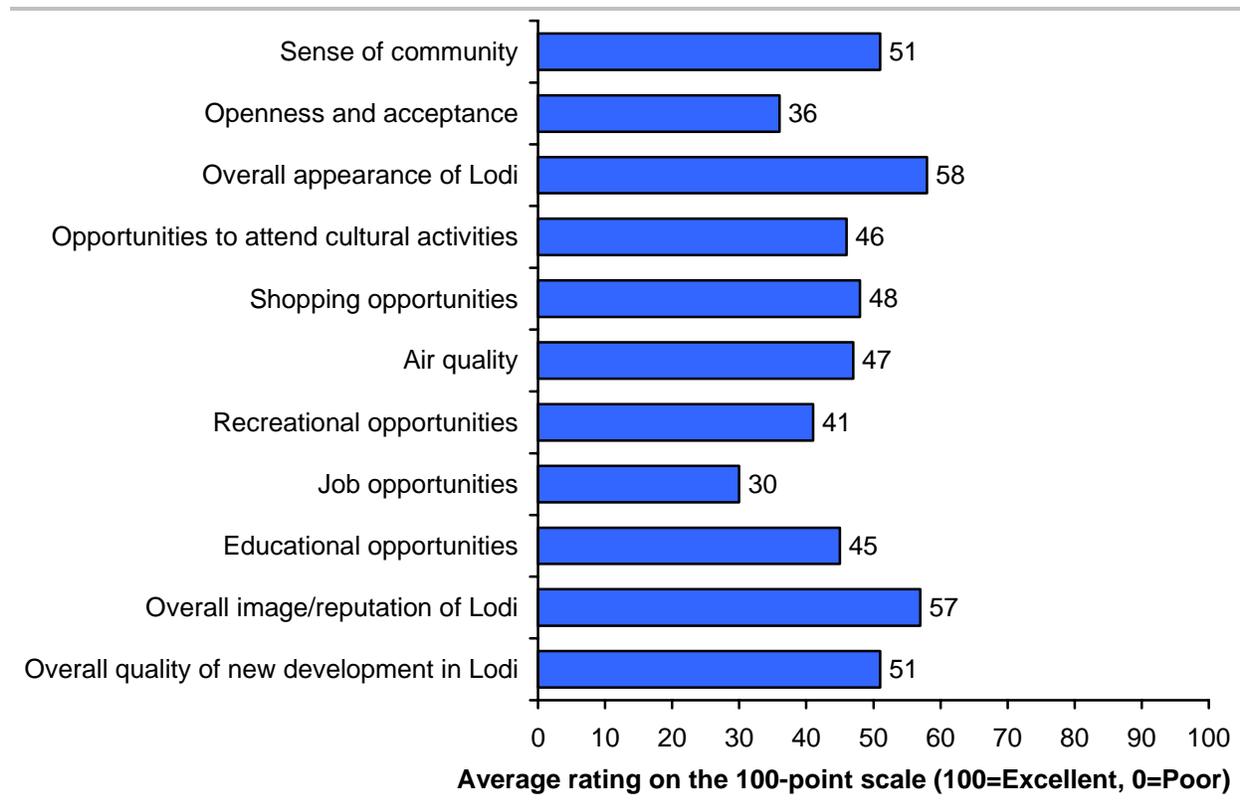
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Lodi as a place to live?	23%	51%	23%	2%	100%	65
How do you rate your neighborhood as a place to live?	20%	39%	32%	8%	100%	57
How do you rate Lodi as a place to raise children?	22%	46%	27%	5%	100%	62
How do you rate Lodi as a place to work?	13%	35%	35%	17%	100%	48
How do you rate Lodi as a place to retire?	20%	34%	32%	14%	100%	54
How do you rate the overall quality of life in Lodi?	19%	47%	30%	3%	100%	61

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Lodi

The highest rated characteristics of Lodi were ease of walking, ease of car travel, and overall appearance. When asked about potential problems in Lodi, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs, gangs, and crime. The rate of population growth in Lodi was viewed as “too fast” by 67% of respondents, while 2% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities

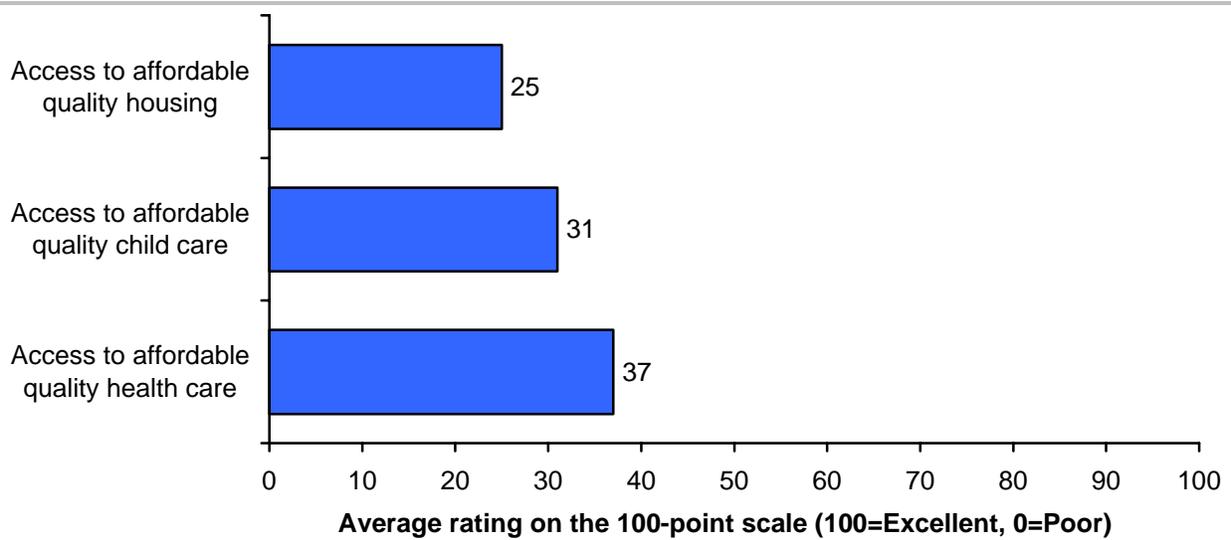


Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Lodi as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	10%	41%	42%	7%	100%	51
Openness and acceptance of the community towards people of diverse backgrounds	4%	27%	43%	26%	100%	36
Overall appearance of Lodi	12%	56%	27%	5%	100%	58
Opportunities to attend cultural activities	8%	35%	42%	15%	100%	46
Shopping opportunities	8%	41%	39%	13%	100%	48
Air quality	7%	40%	41%	12%	100%	47
Recreational opportunities	6%	32%	41%	20%	100%	41
Job opportunities	3%	15%	53%	30%	100%	30
Educational opportunities	3%	43%	40%	14%	100%	45
Overall image/reputation of Lodi	12%	53%	30%	5%	100%	57
Overall quality of new development in Lodi	8%	44%	39%	9%	100%	51

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

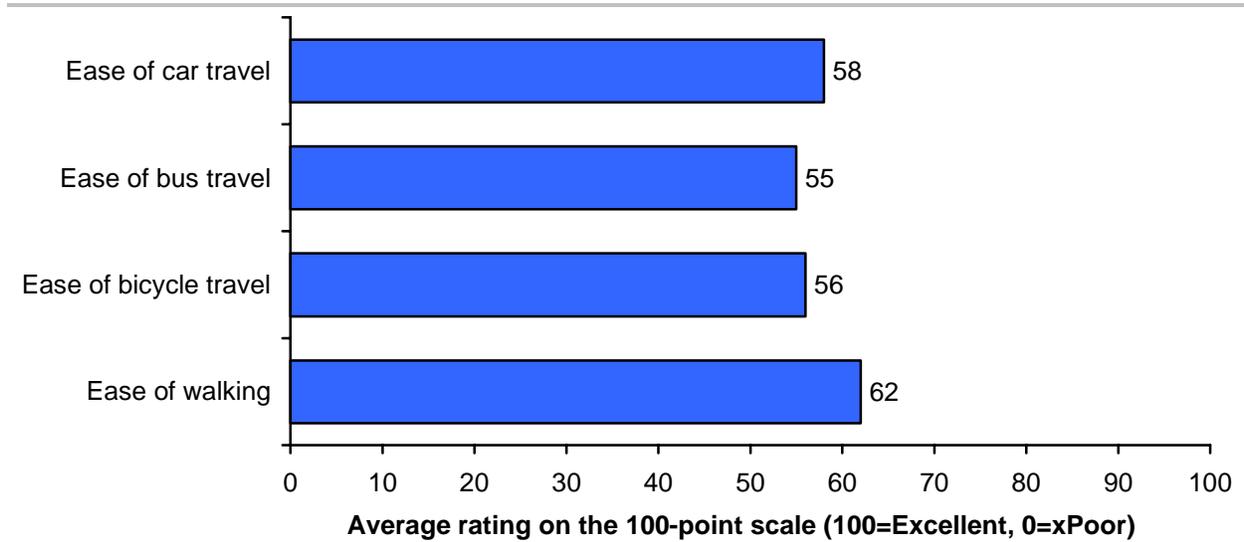


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Lodi as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	2%	16%	38%	44%	100%	25
Access to affordable quality child care	4%	15%	50%	31%	100%	31
Access to affordable quality health care	4%	30%	39%	27%	100%	37

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Lodi as a whole:					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Ease of car travel in Lodi	15%	51%	29%	6%	100%	58
Ease of bus travel in Lodi	10%	53%	28%	8%	100%	55
Ease of bicycle travel in Lodi	14%	49%	28%	10%	100%	56
Ease of walking in Lodi	23%	45%	26%	5%	100%	62

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Lodi

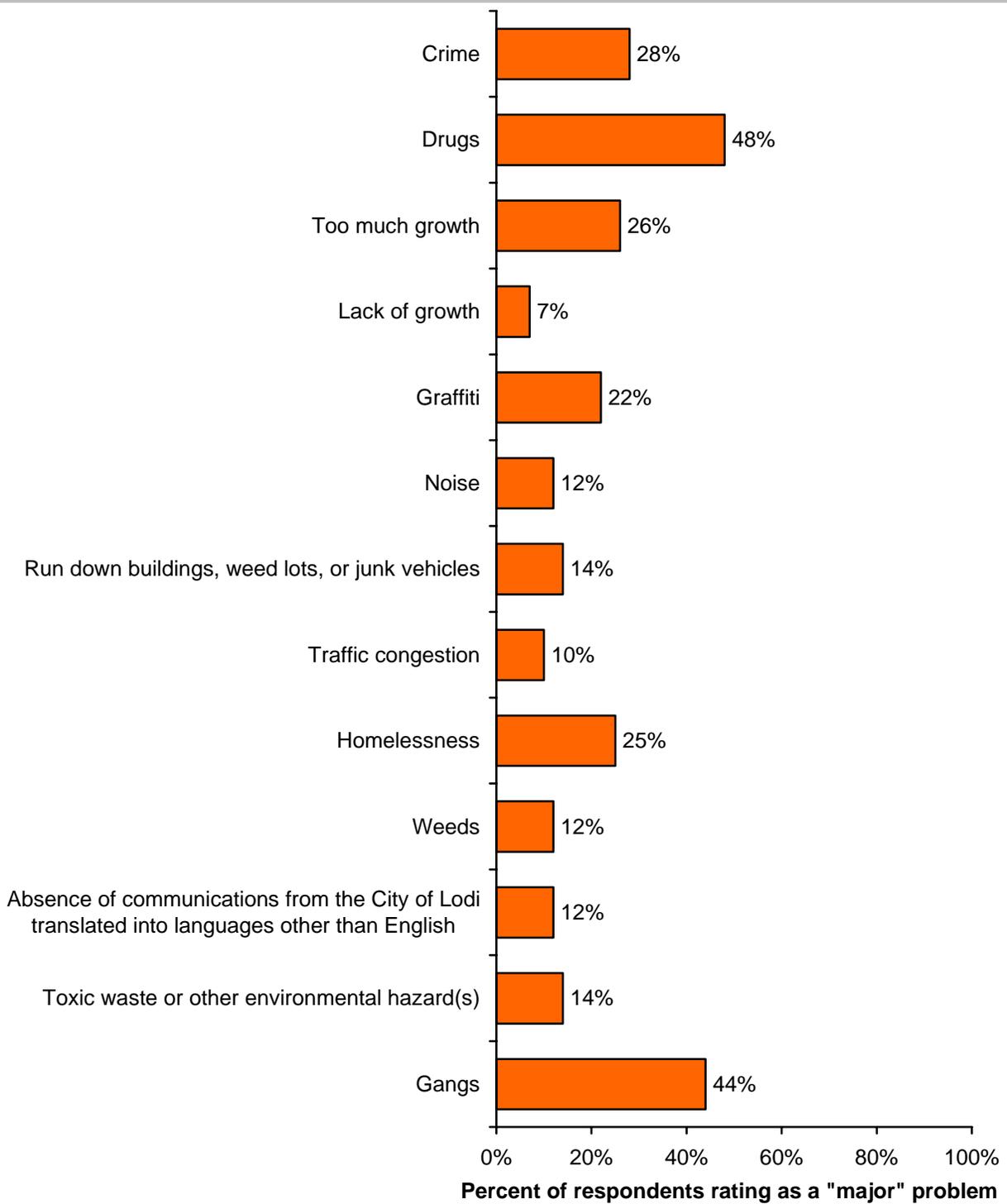
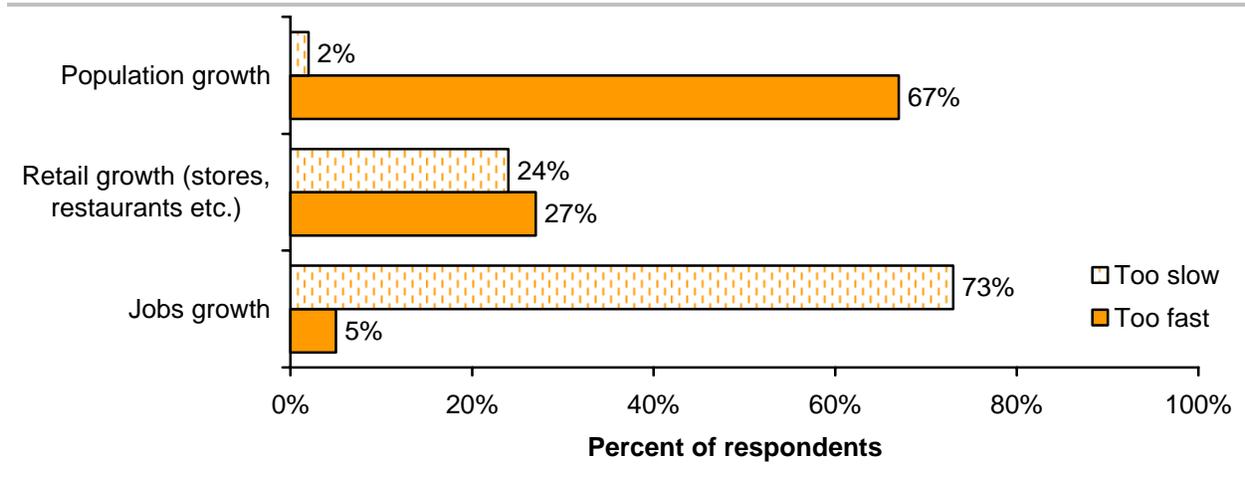


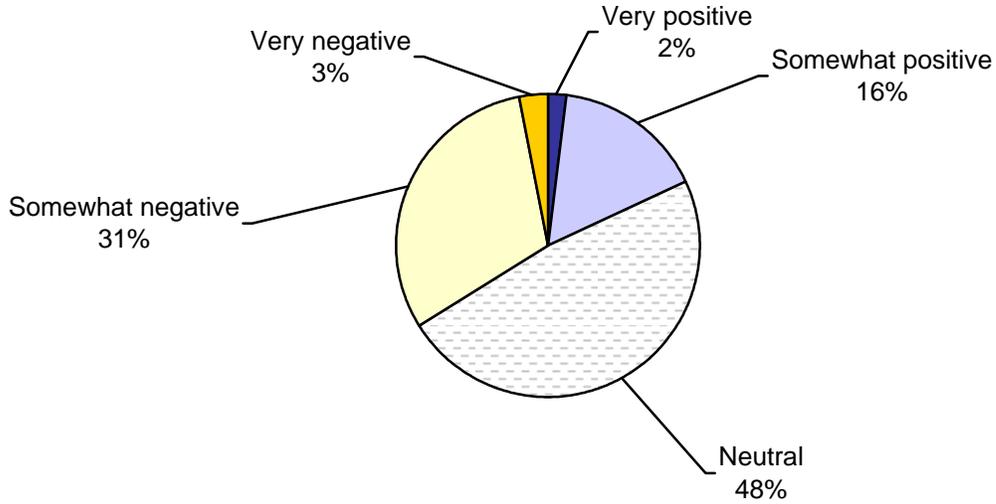
Figure 7: Ratings of Rates of Growth in Lodi



Eighteen percent of Lodi residents expected that the coming six months would have a somewhat or very positive impact on their family, while 34% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of 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...



Perceptions of Safety

When evaluating safety in the community, 45% of respondents felt “somewhat” or “very safe” from violent crimes in Lodi. In their neighborhood after dark, 63% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 24% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Lodi

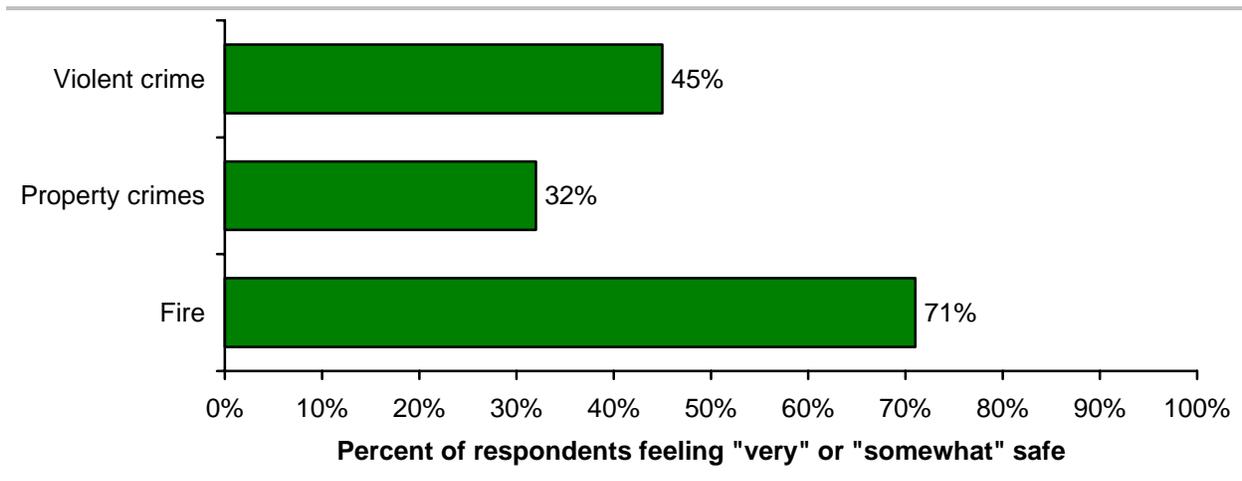


Figure 10: Ratings of Safety in Various Areas in Lodi

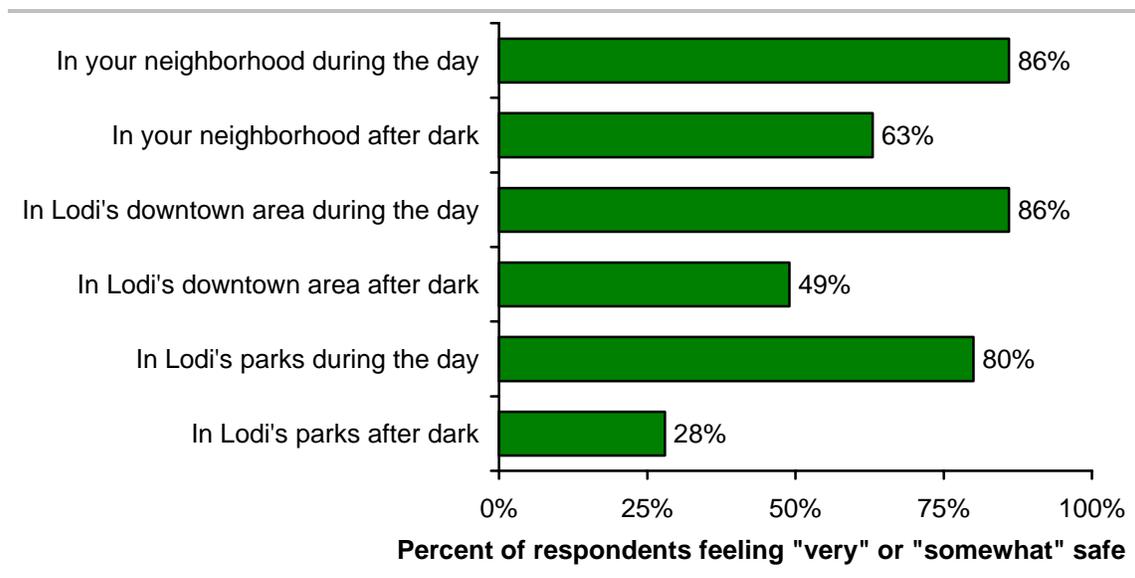


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

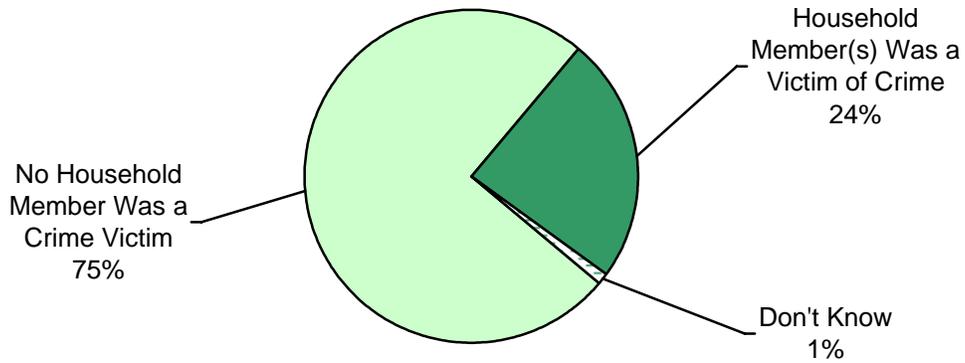
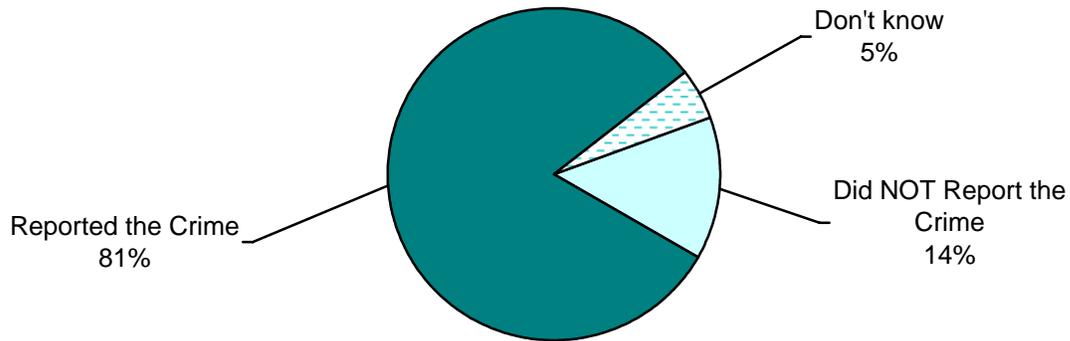


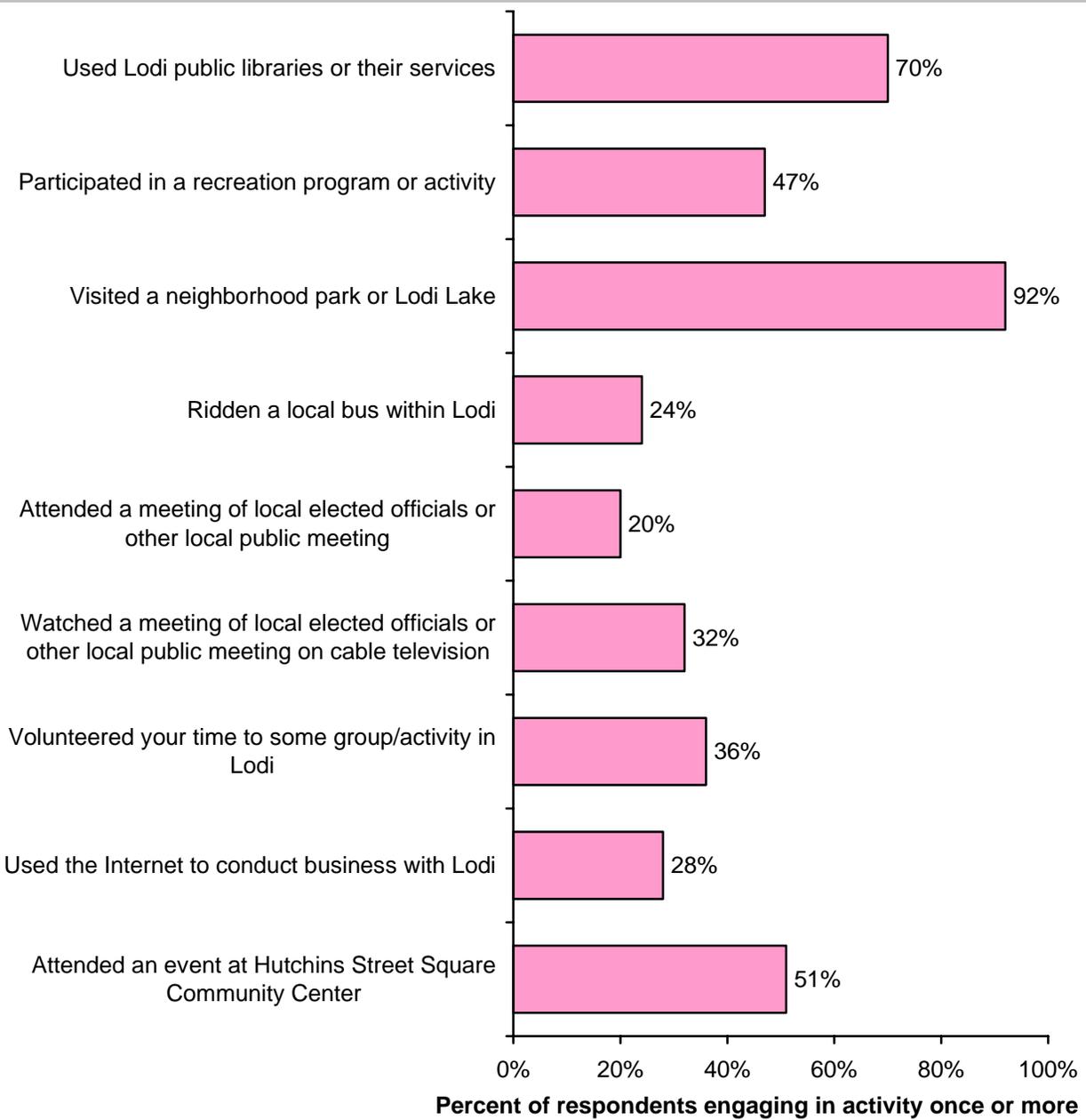
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

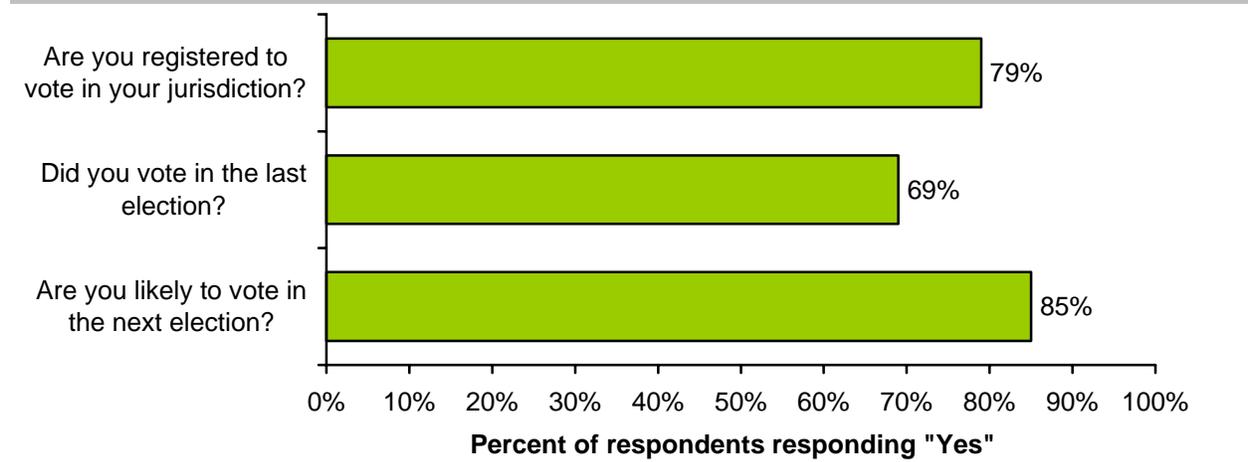
Participation in the civic, social and economic life of Lodi during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 92% reported visiting a park in Lodi in the past year and 20% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Lodi in the Past Year



Voter status was also estimated,² with 69% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	21%	79%	100%
Did you vote in the last election?	31%	69%	100%
Are you likely to vote in the next election?	15%	85%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

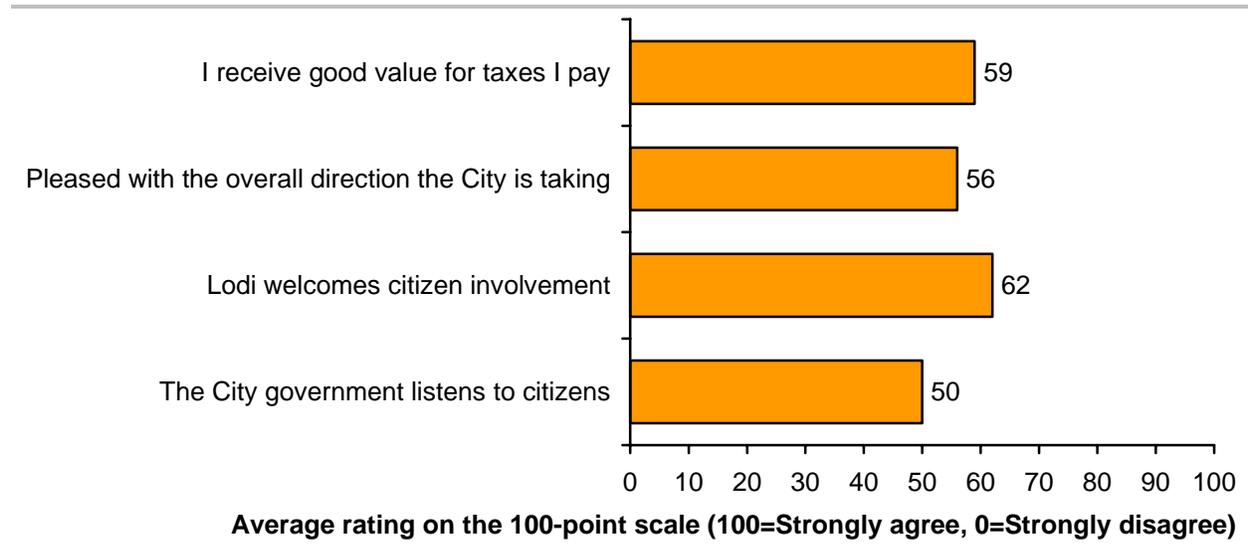
LOCAL GOVERNMENT

Several aspects of the government of the City of Lodi were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Lodi. Those who had any contact with a City of Lodi employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 59 on a 100-point scale.

Figure 15: Ratings of Public Trust



The City of Lodi Citizen Survey

Local Government

Ratings of Public Trust

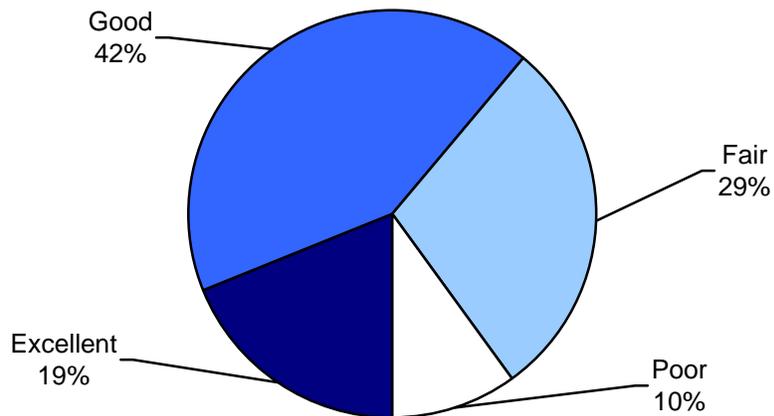
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Lodi taxes I pay	15%	36%	26%	17%	7%	100%	59
I am pleased with the overall direction that the City of Lodi is taking	14%	36%	22%	14%	13%	100%	56
The City of Lodi government welcomes citizen involvement	15%	42%	27%	10%	6%	100%	62
The City of Lodi government listens to citizens	9%	35%	23%	15%	18%	100%	50

Note: "don't know" responses have been removed.

Service Provided by Lodi

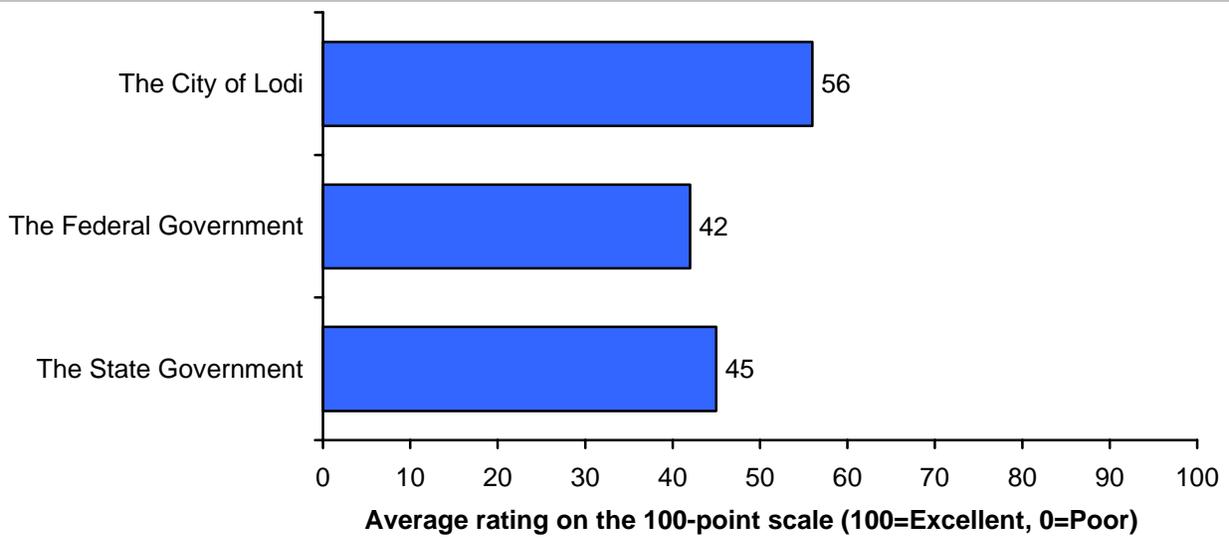
The responses of residents with an opinion about the overall quality of services provided by Lodi are shown in Figure 16 below. These responses result in an average rating of 56 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Lodi



On average, residents of Lodi gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

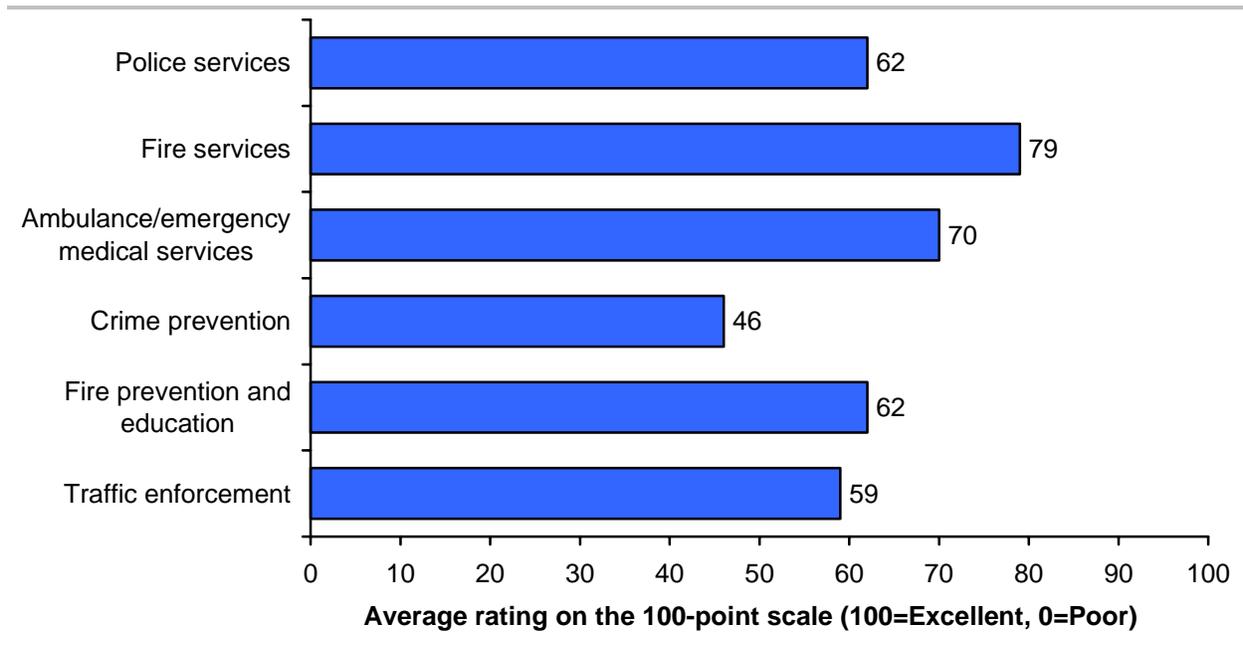


Overall Quality of Services: City of Lodi, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Lodi	19%	42%	29%	10%	100%	56
The Federal Government	8%	28%	46%	17%	100%	42
The State Government	7%	36%	40%	17%	100%	45

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

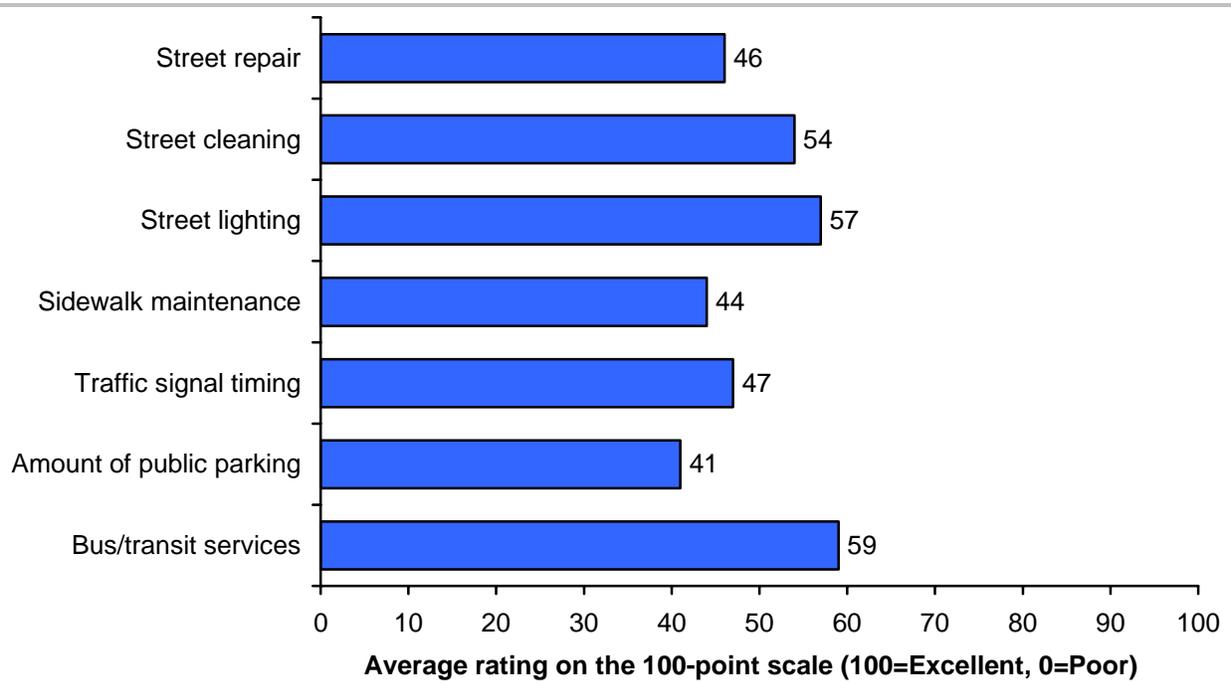


Quality of Public Safety Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Police services	30%	38%	20%	12%	100%	62
Fire services	46%	44%	10%	0%	100%	79
Ambulance/emergency medical services	34%	47%	15%	5%	100%	70
Crime prevention	13%	32%	36%	20%	100%	46
Fire prevention and education	21%	50%	23%	6%	100%	62
Traffic enforcement	25%	38%	27%	10%	100%	59

Note: "don't know" responses have been removed.

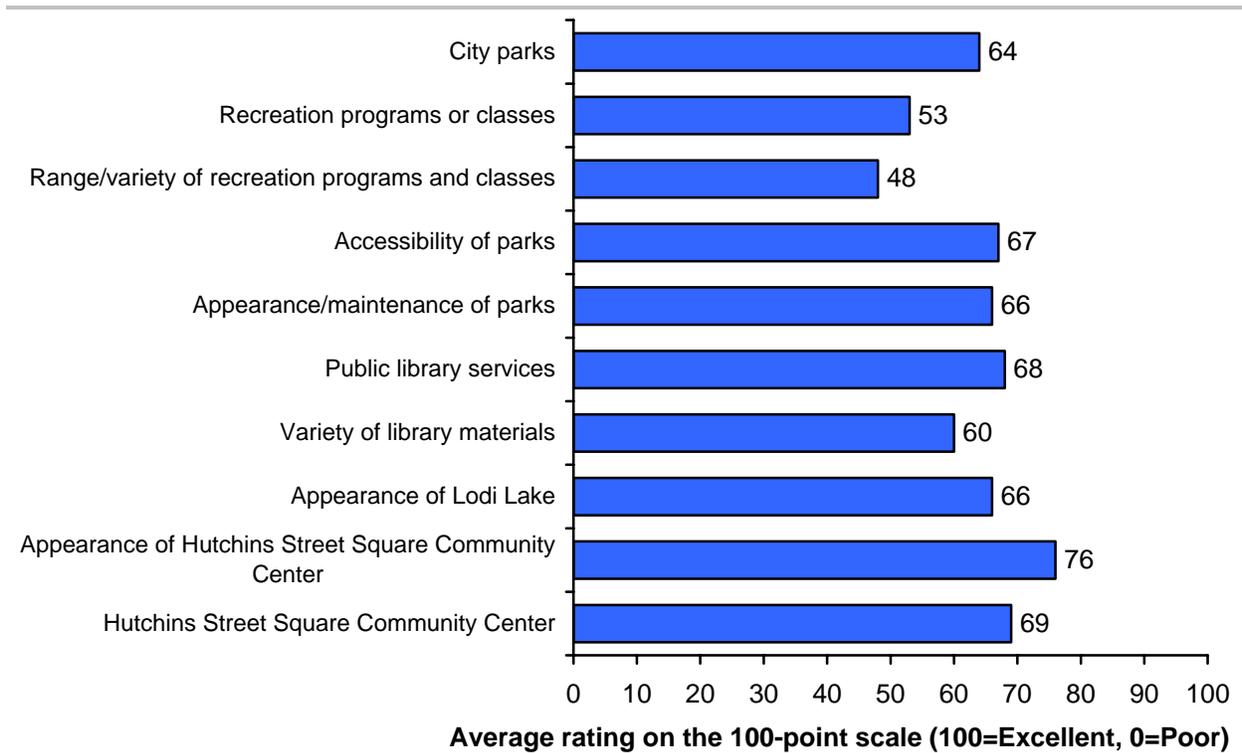
Figure 19: Quality of Transportation Services



Quality of Transportation Services						
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Street repair	12%	35%	31%	22%	100%	46
Street cleaning	16%	44%	27%	13%	100%	54
Street lighting	19%	44%	26%	11%	100%	57
Sidewalk maintenance	11%	32%	33%	24%	100%	44
Traffic signal timing	7%	42%	35%	16%	100%	47
Amount of public parking	8%	34%	33%	25%	100%	41
Bus/transit services	14%	52%	30%	4%	100%	59

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

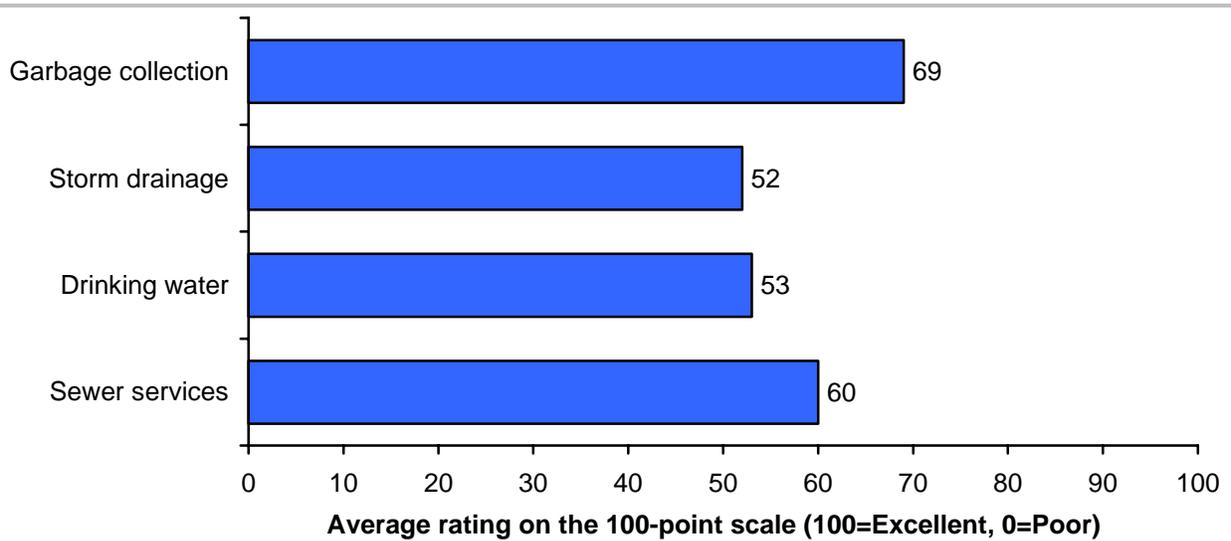


Quality of Leisure Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
City parks	28%	42%	25%	5%	100%	64
Recreation programs or classes	16%	40%	32%	12%	100%	53
Range/variety of recreation programs and classes	12%	36%	38%	15%	100%	48
Accessibility of parks	31%	42%	24%	3%	100%	67
Appearance/maintenance of parks	29%	42%	26%	3%	100%	66
Public library services	25%	54%	19%	2%	100%	68
Variety of library materials	19%	47%	29%	4%	100%	60
Hutchins Street Square Community Center	30%	47%	22%	1%	100%	69
Appearance of Hutchins Street Square Community Center	42%	42%	15%	0%	100%	76
Appearance of Lodi Lake	28%	47%	21%	4%	100%	66

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services

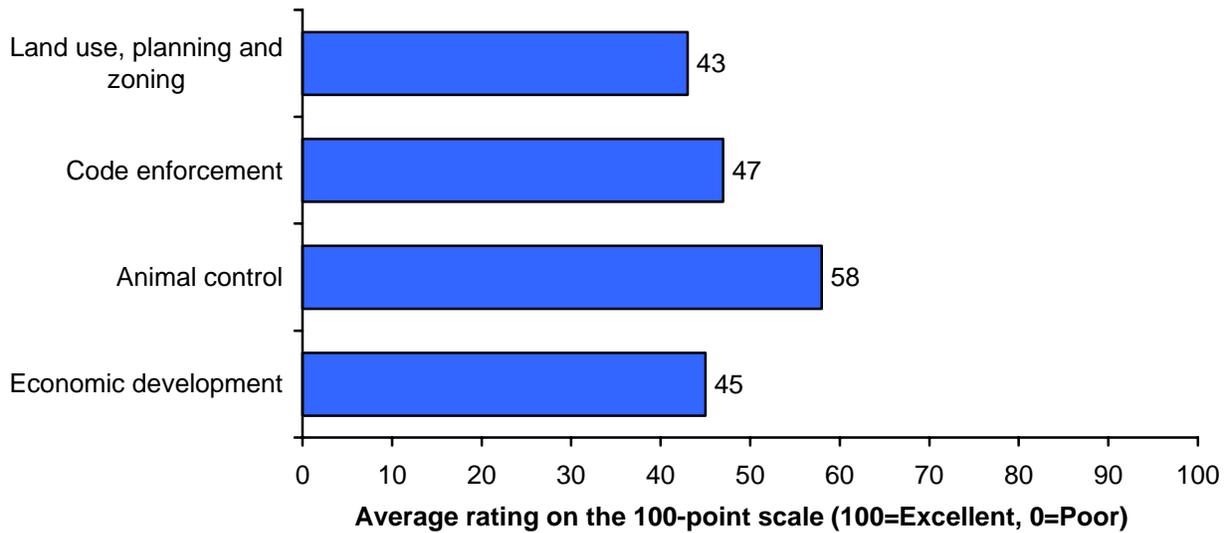


Quality of Utility Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	35%	42%	17%	6%	100%	69
Storm drainage	9%	48%	33%	10%	100%	52
Drinking water	17%	41%	28%	15%	100%	53
Sewer services	15%	54%	25%	6%	100%	60

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

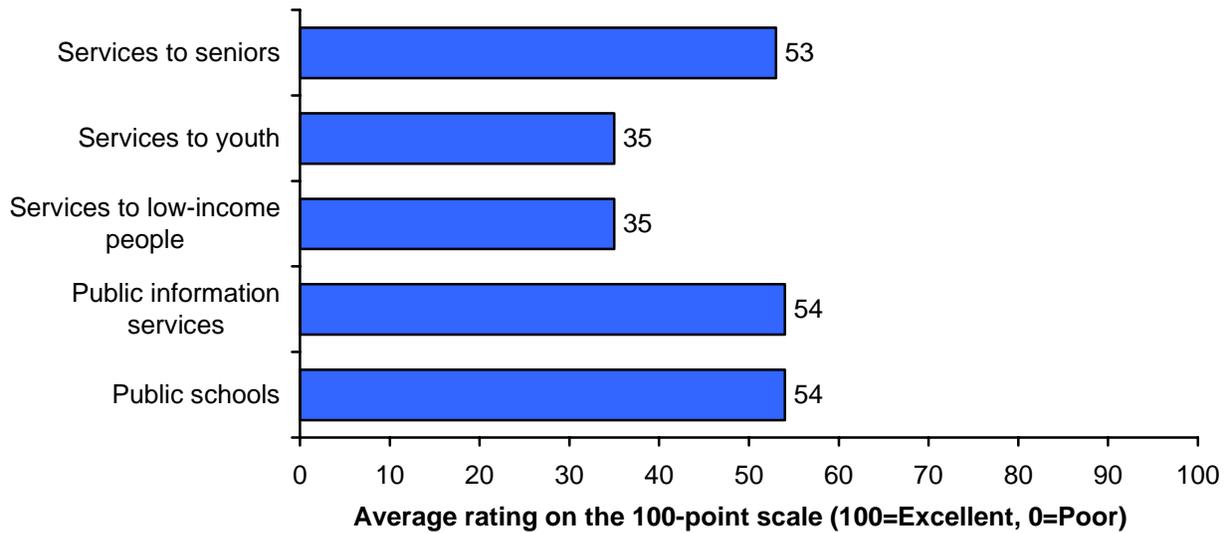


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	9%	34%	36%	21%	100%	43
Code enforcement (weeds, abandoned buildings, etc)	12%	36%	34%	19%	100%	47
Animal control	15%	53%	23%	10%	100%	58
Economic development	7%	34%	45%	13%	100%	45

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Services to seniors	14%	41%	34%	11%	100%	53
Services to youth	8%	23%	35%	35%	100%	35
Services to low-income people	11%	19%	35%	36%	100%	35
Public information services	12%	44%	37%	7%	100%	54
Public schools	15%	42%	32%	11%	100%	54

Note: "don't know" responses have been removed.

The City of Lodi Employees

Impressions of the City of Lodi employees were assessed on the questionnaire. Those who had been in contact with a City of Lodi employee in the past year (53%) rated their overall impression as 60 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a City of Lodi Employee

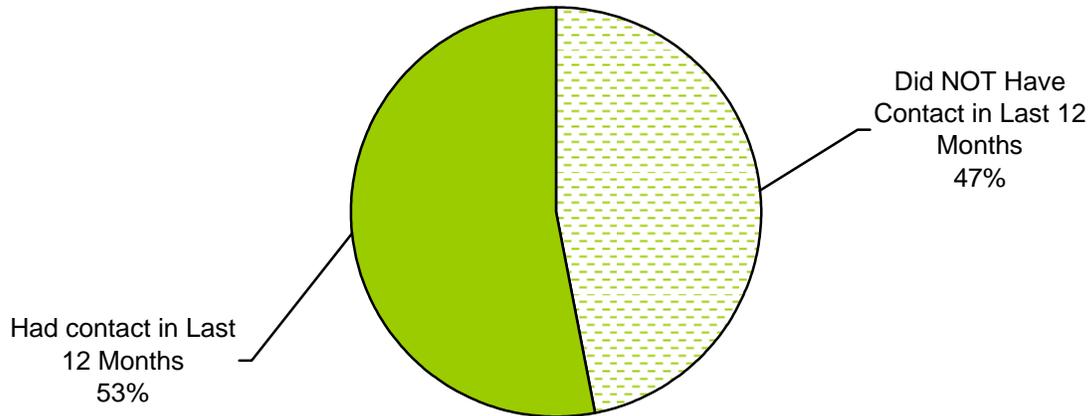
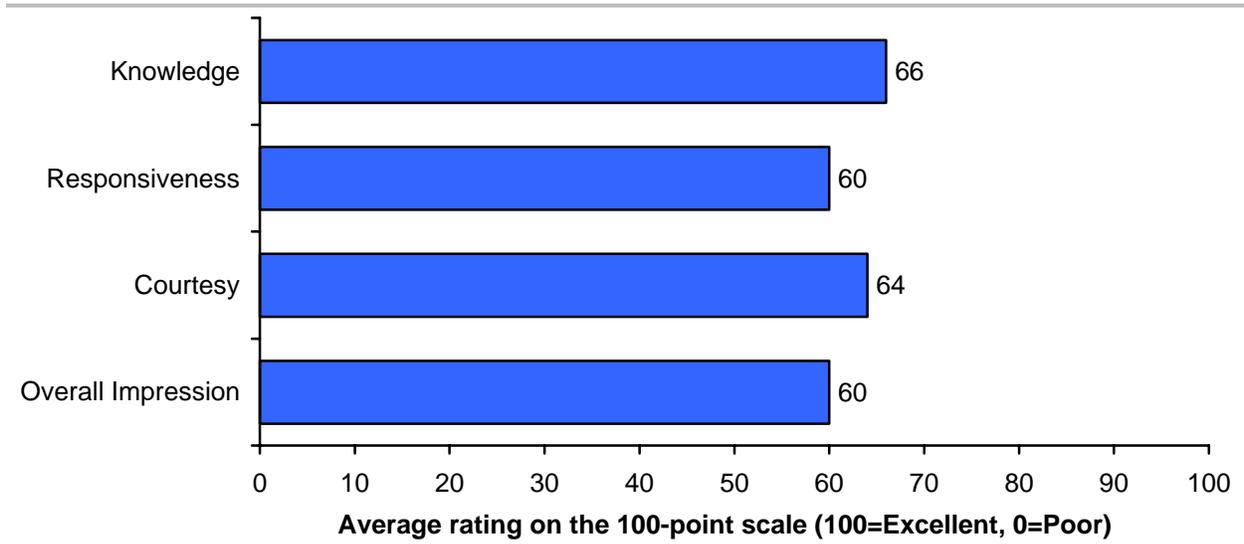


Figure 25: Ratings of Contact with the City of Lodi Employees



Ratings of Contact with City of Lodi Employees

What was your impression of employees of the City of Lodi in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	27%	49%	19%	5%	100%	66
Responsiveness	31%	33%	22%	14%	100%	60
Courtesy	33%	35%	22%	10%	100%	64
Overall Impression	30%	31%	28%	11%	100%	60

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Lodi. The results for these questions are displayed below.

Policy Question #1											
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	1	2	3	4	5	6	7	8	9	10	Total
	Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%

Policy Question #2

To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

Strongly support	26%
Somewhat support	30%
Somewhat oppose	22%
Strongly oppose	22%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

Strongly support	68%
Somewhat support	17%
Somewhat oppose	11%
Strongly oppose	4%
Total	100%

Note: "don't know" responses have been removed.

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Lodi as a place to live?	23%	51%	23%	2%	0%	100%
How do you rate your neighborhood as a place to live?	20%	39%	32%	8%	0%	100%
How do you rate Lodi as a place to raise children?	21%	43%	25%	5%	6%	100%
How do you rate Lodi as a place to work?	11%	30%	30%	15%	13%	100%
How do you rate Lodi as a place to retire?	18%	31%	29%	12%	10%	100%
How do you rate the overall quality of life in Lodi?	19%	46%	30%	3%	2%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 2: Please rate each of the following characteristics as they relate to Lodi as a whole

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	9%	40%	41%	6%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	4%	26%	41%	25%	5%	100%
Overall appearance of Lodi	12%	56%	26%	5%	1%	100%
Opportunities to attend cultural activities	8%	33%	39%	14%	6%	100%
Shopping opportunities	8%	41%	39%	13%	0%	100%
Air quality	7%	40%	41%	12%	1%	100%
Recreational opportunities	6%	31%	39%	20%	5%	100%
Job opportunities	2%	13%	47%	27%	10%	100%
Access to affordable quality housing	1%	15%	36%	42%	5%	100%
Access to affordable quality child care	3%	9%	30%	18%	40%	100%
Access to affordable quality health care	3%	27%	35%	25%	10%	100%
Ease of car travel in Lodi	14%	50%	28%	6%	2%	100%
Ease of bus travel in Lodi	6%	33%	17%	5%	37%	100%
Ease of bicycle travel in Lodi	11%	40%	23%	8%	17%	100%
Ease of walking in Lodi	23%	44%	26%	5%	2%	100%
Educational opportunities	3%	38%	35%	12%	12%	100%
Overall image/reputation of Lodi	11%	52%	29%	5%	3%	100%
Overall quality of new development in Lodi	8%	41%	36%	8%	8%	100%

Question 3: Please rate the speed of growth in the following categories in Lodi over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	0%	2%	28%	40%	22%	7%	100%
Retail growth (stores, restaurants etc.)	5%	17%	46%	14%	11%	6%	100%
Jobs growth	17%	34%	15%	3%	1%	30%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 4: To what degree are the following problems in Lodi

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	0%	18%	51%	27%	2%	100%
Drugs	1%	13%	33%	44%	9%	100%
Too much growth	10%	21%	37%	24%	8%	100%
Lack of growth	47%	21%	14%	7%	11%	100%
Graffiti	9%	41%	25%	21%	3%	100%
Noise	18%	44%	24%	12%	2%	100%
Run down buildings, weed lots, or junk vehicles	11%	43%	29%	13%	4%	100%
Traffic congestion	20%	40%	28%	10%	2%	100%
Homelessness	7%	31%	29%	22%	11%	100%
Weeds	20%	43%	21%	11%	5%	100%
Absence of communications from the City of Lodi translated into languages other than English	35%	17%	12%	9%	27%	100%
Toxic waste or other environmental hazard(s)	20%	26%	14%	10%	30%	100%
Gangs	3%	13%	35%	39%	10%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Lodi

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	16%	27%	23%	19%	11%	3%	100%
Property crimes (e.g., burglary, theft)	7%	24%	15%	29%	23%	3%	100%
Fire	32%	36%	17%	7%	4%	4%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	53%	31%	5%	7%	2%	1%	100%
In your neighborhood after dark	26%	36%	14%	16%	7%	2%	100%
In Lodi's downtown area during the day	53%	31%	8%	3%	2%	2%	100%
In Lodi's downtown area after dark	14%	33%	21%	20%	8%	4%	100%
In Lodi's parks during the day	37%	39%	11%	6%	2%	5%	100%
In Lodi's parks after dark	5%	19%	14%	28%	22%	11%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	75%	24%	1%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	14%	81%	5%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Lodi?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Lodi public libraries or their services	30%	27%	29%	7%	6%	100%
Participated in a recreation program or activity	53%	20%	18%	5%	3%	100%
Visited a neighborhood park or Lodi Lake	8%	23%	42%	15%	11%	100%
Ridden a local bus within Lodi	76%	10%	7%	3%	4%	100%
Attended a meeting of local elected officials or other local public meeting	80%	15%	4%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	68%	17%	11%	3%	1%	100%
Volunteered your time to some group/activity in Lodi	64%	18%	10%	4%	4%	100%
Used the Internet to conduct business with Lodi	72%	13%	10%	3%	1%	100%
Attended an event at Hutchins Street Square Community Center	49%	34%	15%	1%	0%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 10: How do you rate the quality of each of the following services in Lodi?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	29%	37%	19%	12%	3%	100%
Fire services	41%	39%	9%	0%	10%	100%
Ambulance/emergency medical services	29%	41%	13%	4%	13%	100%
Crime prevention	11%	29%	32%	18%	10%	100%
Fire prevention and education	17%	40%	19%	4%	20%	100%
Traffic enforcement	23%	36%	25%	9%	7%	100%
Garbage collection	35%	41%	17%	5%	2%	100%
Street repair	12%	34%	30%	21%	4%	100%
Street cleaning	16%	43%	27%	13%	2%	100%
Street lighting	19%	43%	26%	11%	1%	100%
Sidewalk maintenance	11%	31%	32%	23%	3%	100%
Traffic signal timing	7%	41%	34%	15%	3%	100%
Amount of public parking	7%	34%	32%	25%	2%	100%
Bus/transit services	9%	32%	18%	2%	39%	100%
Storm drainage	8%	45%	31%	9%	7%	100%
Drinking water	16%	39%	26%	15%	5%	100%
Sewer services	14%	49%	22%	5%	9%	100%
City parks	26%	41%	24%	5%	4%	100%
Recreation programs or classes	12%	29%	23%	9%	27%	100%
Range/variety of recreation programs and classes	8%	25%	26%	10%	31%	100%
Accessibility of parks	30%	40%	23%	3%	4%	100%
Appearance/maintenance of parks	28%	40%	25%	3%	3%	100%
Land use, planning and zoning	7%	29%	31%	18%	16%	100%
Code enforcement (weeds, abandoned buildings, etc)	10%	31%	29%	16%	14%	100%
Animal control	13%	46%	20%	8%	13%	100%
Economic development	6%	27%	36%	11%	21%	100%
Services to seniors	10%	27%	23%	8%	33%	100%
Services to youth	5%	16%	25%	24%	29%	100%
Services to low-income people	6%	11%	21%	21%	40%	100%
Public library services	22%	47%	16%	2%	14%	100%
Variety of library materials	16%	39%	24%	3%	17%	100%

Question 10: How do you rate the quality of each of the following services in Lodi?

	Excellent	Good	Fair	Poor	Don't know	Total
Public information services	10%	35%	30%	5%	20%	100%
Public schools	13%	36%	27%	9%	16%	100%
Hutchins Street Square Community Center	24%	38%	17%	0%	21%	100%
Appearance of Hutchins Street Square Community Center	39%	39%	14%	0%	8%	100%
Appearance of Lodi Lake	26%	44%	19%	4%	6%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Lodi	18%	40%	28%	10%	4%	100%
The Federal Government	7%	25%	40%	15%	13%	100%
The State Government	6%	32%	35%	15%	12%	100%

Question 12: Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months?	47%	53%	100%

Question 13: What was your impression of the employees of the City of Lodi in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	26%	47%	18%	5%	4%	100%
Responsiveness	30%	32%	22%	14%	3%	100%
Courtesy	32%	34%	21%	10%	4%	100%
Overall Impression	29%	30%	26%	11%	4%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Lodi taxes I pay	14%	33%	24%	15%	6%	8%	100%
I am pleased with the overall direction that the City of Lodi is taking	13%	34%	21%	13%	13%	7%	100%
The City of Lodi government welcomes citizen involvement	12%	34%	22%	8%	5%	18%	100%
The City of Lodi government listens to citizens	7%	27%	18%	12%	14%	23%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	2%	16%	48%	31%	3%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 16a: Policy Question 1

On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:

	1	2	3	4	5	6	7	8	9	10	Total
Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%	100%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%

Question 16b: Policy Question 2

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?	24%	28%	20%	21%	7%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Question 16c: Policy Question 3						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?	60%	16%	9%	4%	11%	100%

Question 17: Do you live within the City limits of the City of Lodi?			
	No	Yes	Total
Do you live within the limits of the City of Lodi?	5%	95%	100%

Question 18: Employment Status			
	No	Yes	Total
Are you currently employed?	30%	70%	100%

Question 18a: Usual Mode of Transportation to Work	
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	
Motorized vehicle	90%
Bus, Rail, Subway, or other public transportation	1%
Walk	3%
Work at home	3%
Other	3%
Total	100%

Question 18b: Drive Alone or Carpool			
	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	72%	28%	100%

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	65%
Motorized vehicle, with others (MOV)	25%
Bus, rail, subway, or other public transportation	1%
Walk	3%
Work at home	3%
Other	3%
Total	100%

Question 19: Length of Residency

How many years have you lived in Lodi?	
Less than 2 years	7%
2 to 5 years	18%
6 to 10 years	17%
11 to 20 years	16%
More than 20 years	42%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?	
One family house detached from any other houses	55%
One family house attached to one or more houses	11%
Building with two or more apartments or condominiums	27%
Mobile home	3%
Other	4%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	46%	54%	100%

The City of Lodi Citizen Survey

Appendix A: Survey Frequencies

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	66%	34%	100%
Do any teenagers ages 13 through 17 live in your household?	87%	13%	100%
Are you or any other members of your household aged 65 or older?	77%	23%	100%
Does any member of your household have a physical handicap or is anyone disabled?	82%	18%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	12%
High school diploma	20%
Some college, no degree	27%
Associate's degree (e.g. AA, AS)	18%
Bachelor's degree (e.g. BA, AB, BS)	17%
Graduate degree or professional degree	7%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	30%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	27%
\$100,000 or more	10%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	74%	26%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	5%
Black, African American	0%
White/Caucasian	76%
Other	21%

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

Question 30: Age

In which category is your age?	
18 to 24 years	4%
25 to 34 years	29%
35 to 44 years	17%
45 to 54 years	21%
55 to 64 years	11%
65 to 74 years	9%
75 years or older	10%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	51%	49%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	19%	73%	8%	100%
Did you vote in the last election?	31%	68%	1%	100%
Are you likely to vote in the next election?	13%	75%	12%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning May 2, 2007. 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 postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 1,137 eligible households, 336 completed the survey providing a response rate of 30%. Approximately 63 addresses sampled were "vacant" or "not found."⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.

⁵ "Eligible" households refer to addresses that belong to residences that are not vacant within the City of Lodi.

United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Lodi used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Lodi adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Lodi as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were tenure, gender/age and ethnicity. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for the City of Lodi Citizen Survey

Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	45%	31%	46%
Own Home	55%	69%	54%
Type of Housing Unit			
Single-Family Detached	62%	68%	58%
Attached	38%	32%	42%
Ethnicity			
Non-Hispanic	73%	87%	74%
Hispanic	27%	13%	26%
Race			
White/Caucasian	74%	82%	71%
Non-White	26%	18%	29%
Gender			
Female	52%	61%	51%
Male	48%	39%	49%
Age			
18-34	32%	14%	33%
35-54	37%	30%	37%
55+	31%	56%	30%
Gender and Age			
Females 18-34	15%	9%	15%
Females 35-54	19%	18%	19%
Females 55+	18%	34%	17%
Males 18-34	17%	4%	17%
Males 35-54	18%	12%	19%
Males 55+	13%	22%	13%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Lodi. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



**CITY HALL, 221 W. PINE ST.
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910**

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Dear City of Lodi Resident,

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

Sincerely,



Blair King
City Manager/ Administrador de la Ciudad

Estimado residente de la ciudad de Lodi,

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

Atentamente,

Dear City of Lodi Resident,

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

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Atentamente,



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

May 2007

Dear Lodi Resident:

The City of Lodi wants to know what you think about our community and City government. You have been randomly selected to participate in Lodi's 2007 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Lodi. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número (209) 333-6702 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Lodi 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 Lodi residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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

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 209-333-6702.

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

Sincerely,

Blair King
City Manager/Administrador de la Ciudad



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

May 2007

Dear Lodi 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 Lodi wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Lodi's 2007 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Lodi. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número (209) 333-6702 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

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209 333-6702.

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

Sincerely,

Blair King
City Manager/Administrador de la Ciudad

THE CITY OF LODI 2007 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Lodi as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Lodi as a place to raise children?.....	1	2	3	4	5
How do you rate Lodi as a place to work?	1	2	3	4	5
How do you rate Lodi as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Lodi?	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Lodi	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing.....	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in Lodi	1	2	3	4	5
Ease of bus travel in Lodi	1	2	3	4	5
Ease of bicycle travel in Lodi	1	2	3	4	5
Ease of walking in Lodi.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Lodi.....	1	2	3	4	5
Overall quality of new development in Lodi.....	1	2	3	4	5

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

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
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 the following problems in Lodi:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds.....	1	2	3	4	5
Absence of communications from the City of Lodi translated into languages other than English.....	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5
Gangs	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Lodi:

	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
Fire	1	2	3	4	5	6

6. Please rate how safe 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 Lodi's downtown area during the day	1	2	3	4	5	6
In Lodi's downtown area after dark.....	1	2	3	4	5	6
In Lodi's parks during the day	1	2	3	4	5	6
In Lodi's parks after dark	1	2	3	4	5	6

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

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

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

- No Yes Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Lodi public libraries or their services	1	2	3	4	5
Visited a neighborhood park or Lodi Lake	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Ridden a local bus within Lodi	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 local public meeting on cable television or the Internet	1	2	3	4	5
Volunteered your time to some group/activity in Lodi.....	1	2	3	4	5
Used the Internet to conduct business with Lodi.....	1	2	3	4	5
Attended an event at Hutchins Street Square Community Center.....	1	2	3	4	5

10. How do you rate the quality of each of the following services in Lodi?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/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
Garbage collection.....	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
Amount of public parking	1	2	3	4	5
Bus/transit services.....	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
Range/variety of recreation programs and classes	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Hutchins Street Square Community Center	1	2	3	4	5
Appearance of Hutchins Street Square Community Center.....	1	2	3	4	5
Appearance of Lodi Lake.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Lodi.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

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

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of the City of Lodi in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Lodi taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Lodi is taking	1	2	3	4	5	6
The City of Lodi government welcomes citizen involvement	1	2	3	4	5	6
The City of Lodi government listens to citizens	1	2	3	4	5	6

15. 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

16. Please check the response that comes closest to your opinion for each of the following questions:

a) On a scale from 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following (circle one answer for each):

	1	2	3	4	5	6	7	8	9	10
Create affordable housing	1	2	3	4	5	6	7	8	9	10
Stimulate economic development to create jobs and improve City revenue	1	2	3	4	5	6	7	8	9	10
Rehabilitate and expand the Lodi Library	1	2	3	4	5	6	7	8	9	10
Improve traffic circulation, sidewalks, and bike paths	1	2	3	4	5	6	7	8	9	10
Construct parks and community centers	1	2	3	4	5	6	7	8	9	10
Construct senior service facilities	1	2	3	4	5	6	7	8	9	10
Construct a new animal shelter	1	2	3	4	5	6	7	8	9	10
Rehabilitate the Grape Bowl	1	2	3	4	5	6	7	8	9	10
Construct an aquatic center	1	2	3	4	5	6	7	8	9	10
Construct an indoor sports center	1	2	3	4	5	6	7	8	9	10

b) To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

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

c) To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

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

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.

17. Do you live within the City limits of the City of Lodi?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. How many years have you lived in Lodi?

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

20. Which best describes the building you live in?

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

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

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

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

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

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

28. Are you Spanish/Hispanic/Latino?

- No Yes

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

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. 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

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

Mayo 2007

Estimado residente de Lodi:

La Ciudad de Lodi desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Lodi 2007 Encuesta de los Ciudadanos.**

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

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

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llamanos (209) 333-6702.

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

Sinceramente,

Blair King
Administrador de la Ciudad

ENCUESTA CIUDADANA DEL 2007 DE LA CIUDAD DE LODI

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

1. Por favor haga un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
¿Cómo evalúa a Lodi como lugar de residencia?	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa la Ciudad de Lodi como lugar para criar a sus hijos?	1	2	3	4	5
¿De qué manera clasifica Lodi como lugar de trabajo?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Lodi como lugar para retirarse?	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en la Ciudad de Lodi?	1	2	3	4	5

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

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Lodi.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles.....	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Imagen/reputación general de Lodi.....	1	2	3	4	5
Calidad general de desarrollo nuevo en Lodi.....	1	2	3	4	5

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

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

4. ¿A que nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Lodi?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crimen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con mala hierba, vehículos abandonados	1	2	3	4	5
Congestión de tránsito.....	1	2	3	4	5
Indigencia	1	2	3	4	5
Mala hierba / maleza	1	2	3	4	5
Ausencia de comunicaciones del Ciudad de Lodi traducidas a idiomas excepto el inglés.....	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es).....	1	2	3	4	5
Pandillas	1	2	3	4	5

5. Por favor indique que tan seguro se siente contra las cosas que podrían ocurrirle a usted en Lodi:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo)	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique que tan seguro se siente:

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

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen

- No → Vaya a la pregunta #9 Sí → Vaya a la pregunta #8 No sé

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

- No Sí No sé

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

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
Utilizó las bibliotecas públicas de Lodi y sus servicios.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad o el Lago Lodi	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública....	1	2	3	4	5
Vio por cable (TV) o Internet una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Utilizó la Internet para hacer negocios con la Ciudad de Lodi	1	2	3	4	5
Asistió a un evento en el Centro Comunitario Hutchins Street Square.	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en la Ciudad de Lodi?

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Servicios de la Policía.....	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Mantenimiento de Aceras / Veredas	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Disponibilidad de Estacionamiento Público.....	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Cantidad / Variedad de Clases o Programas Recreativos.....	1	2	3	4	5
Accesibilidad a los Parques.....	1	2	3	4	5
Aspecto y Mantenimiento de Parques.....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.)	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para Jóvenes	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas	1	2	3	4	5
Variedad de Materiales en la Biblioteca	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas.....	1	2	3	4	5
Hutchins Street Square	1	2	3	4	5
Apariencia de Hutchins Street Square	1	2	3	4	5
Accesibilidad al Lago Lodi	1	2	3	4	5

11. En general, ¿cómo evalúa usted los servicios suministrados por...

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
la Ciudad de Lodi.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal	1	2	3	4	5

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

- No → Vaya a la pregunta #14 Sí → Vaya a la pregunta #13

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

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Conocimiento	1	2	3	4	5
Simpatía	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

14. Por favor evalúe las siguientes declaraciones haciendo un círculo en el número que represente mejor su opinión:

	<u>Completamente de acuerdo</u>	<u>Más o menos de acuerdo</u>	<u>Ni de acuerdo ni en desacuerdo</u>	<u>Más o menos en desacuerdo</u>	<u>Completamente en desacuerdo</u>	<u>No sé</u>
Recibo un valor bueno por los impuestos de la Ciudad de Lodi que pago	1	2	3	4	5	6
Estoy satisfecho con la dirección general de la Ciudad de Lodi.....	1	2	3	4	5	6
El gobierno de la Ciudad de Lodi promueve la participación Ciudadana.....	1	2	3	4	5	6
El gobierno de la Ciudad de Lodi escucha a los Ciudadanos	1	2	3	4	5	6

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

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

16. Por favor marque la respuesta que más se acerca a su opinión para cada una de las siguientes preguntas:

a) En una escala del 1-10, siendo 1 del todo no importante, siendo 10 la más importante, por favor clasifique qué tan importante siente usted, si del todo, es que la Ciudad haga lo siguiente (enmarque en círculo una respuesta para cada una):

	<u>Del todo no importante</u>					<u>Más importante</u>				
Crear vivienda de precios accesibles	1	2	3	4	5	6	7	8	9	10
Estimular el desarrollo económico para crear trabajos y mejorar la renta de la Ciudad.....	1	2	3	4	5	6	7	8	9	10
Rehabilitar y expandir la Biblioteca Lodi	1	2	3	4	5	6	7	8	9	10
Mejorar circulación de tráfico, aceras, y caminos dedicados de bici	1	2	3	4	5	6	7	8	9	10
Construir parques y centros comunitarios para familias y niños.....	1	2	3	4	5	6	7	8	9	10
Construir facilidades de servicio para la tercera edad	1	2	3	4	5	6	7	8	9	10
Construir un refugio nuevo de animales.....	1	2	3	4	5	6	7	8	9	10
Rehabilitar el Grape Bowl.....	1	2	3	4	5	6	7	8	9	10
Construir un centro acuático.....	1	2	3	4	5	6	7	8	9	10
Construir un centro deportivo interior/bajo techo	1	2	3	4	5	6	7	8	9	10

b) ¿Hasta qué grado apoya usted o se opone a una medida para aumentar el impuesto de ventas por un cuarto de centavo para financiar servicios incrementados de policía e incendio?

- Altamente apoyo
 Algo apoyo
 Algo me opongo
 Altamente me opongo
 No sé

c) ¿Hasta qué grado apoya usted o se opone a una franja de campo verde de Interstate 5 a Highway 99 separando Lodi de Stockton?

- Altamente apoyo
 Algo apoyo
 Algo me opongo
 Altamente me opongo
 No sé

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

17. ¿Vive dentro de los límites del Condado de Lodi?

- No Sí

18. ¿Está actualmente empleado?

- No → Vaya a la pregunta #19
 Sí → Vaya a la pregunta #18a

18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?

- Vehículo motorizado (Ej. carro, camioneta, van, motocicleta, etc...)
 Autobús, tren, metro, u otro servicio público de transporte
 Camina
 Trabaja en la casa
 Otro

18b. Si marcó la pregunta 18a de vehículo motorizado (Ej. carro, camioneta, van, motocicleta), ¿hay otro familiar (adultos o niños) que usualmente viaja con usted a o del trabajo?

- No Sí

19. ¿Cuántos años tiene usted viviendo en Lodi?

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

20. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
 Casa unida a una o más casas (Ej. duplex, townhome)
 Edificio con 2 o más apartamentos o condominios
 Casa rodante / trailer
 Otro

21. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
 Propia, o alguno de su familia la paga con hipoteca o ya está paga?

22. ¿Hay niños de 12 años o menores que viven en su casa?

- No Sí

23. ¿Hay adolescentes de edades entre 13-17 que viven en su casa?

- No Sí

24. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No Sí

25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté inhabilitado?

- No Sí

26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)

- Grado 12 ó menos, sin diploma
 Diploma de preparatoria / secundaria
 Algo de universidad, sin título
 Grado asociado (Ej. técnico en artes o ciencias)
 Licenciatura (Ej. ciencias y artes)
 Grado profesional (master, doctorado)

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

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

28. ¿Es usted Hispano / Latino?

- No Sí

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

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

30. ¿En que categoría está su edad?

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

31. ¿Cuál es su sexo?

- Femenino Masculino

32. ¿Está registrado para votar en su jurisdicción?

- No Sí No sé

33. ¿Votó en las últimas elecciones?

- No Sí No sé

34. ¿Cree que votará en las próximas elecciones?

- No Sí No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepago a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



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The City of Lodi, California

Summary Report 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).

Understanding the Results

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 63 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 336 residents, for a response rate of 30%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 336 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Lodi. (For more information on the survey methodology, see Appendix B in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

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). 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 1 representing the best rating and 4 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 3 points based on all respondents.

PROFILE OF LODI

As assessed by the survey, about 42% of Lodi residents have lived in the community for more than 20 years and 68% are over age 34. Another 19% are over age 64. Seventy percent are currently employed; 46% rent; 54% own and 55% live in detached single family homes. Over 69% of Lodi residents have at least some college and 37% have annual household incomes above \$50,000. Twenty-six percent of Lodi residents reported that they are Spanish, Hispanic or Latino and 76% said they are White or Caucasian.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Lodi. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Lodi. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Lodi.

Quality of Life

When asked to rate the overall quality of life in Lodi, 19% of respondents thought it was “excellent.” Only 3% rated overall quality of life as “poor.” Lodi as a place to raise children received an average rating of 62 on a 100-point scale.

Ratings of Community Characteristics

The highest rated characteristics of Lodi were ease of walking, ease of car travel, and overall appearance. When asked about potential problems in Lodi, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs, gangs, and crime. The rate of population growth in Lodi was viewed as “too fast” by 67% of respondents, while 2% thought it was “too slow.”

Perceptions of Safety

When evaluating safety in the community, 45% of respondents felt “somewhat” or “very safe” from violent crimes in Lodi. In their neighborhood after dark, 63% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 24% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police.

Community Participation

Participation in the civic, social and economic life of Lodi during the past year was assessed on the survey. Among those completing the questionnaire, 36% reported volunteering in the past year.

LOCAL GOVERNMENT

Several aspects of the government of the City of Lodi were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Lodi. Those who had any contact with a City of Lodi employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Lodi, residents gave an average rating of 56 on a 100-point scale.

Service Provided by Lodi

The overall quality of services provided by the City of Lodi was rated as 56 on a 100-point scale.

The City of Lodi Employees

Impressions of the City of Lodi employees were assessed on the questionnaire. Those who had been in contact with a City of Lodi employee in the past year (53%) rated their overall impression as 60 on a 100-point scale.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Lodi as listed below. The results for these questions are also available in the Report of Results.

Policy Question #1											
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	1	2	3	4	5	6	7	8	9	10	Total
Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%	100%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%

Policy Question #2

To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

Strongly support	26%
Somewhat support	30%
Somewhat oppose	22%
Strongly oppose	22%
Total	100%

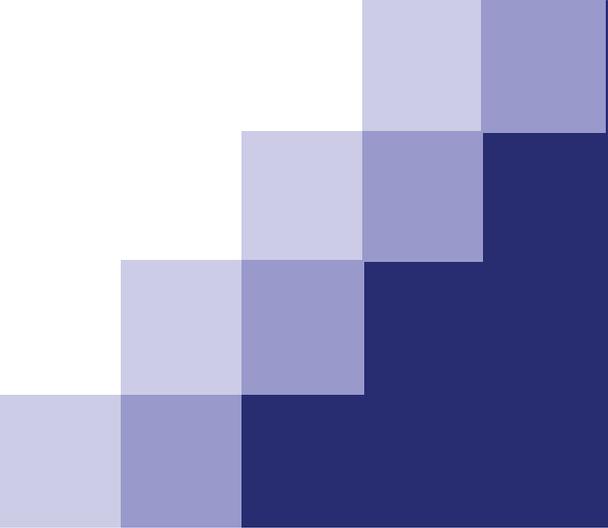
Note: "don't know" responses have been removed.

Policy Question #3

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

Strongly support	68%
Somewhat support	17%
Somewhat oppose	11%
Strongly oppose	4%
Total	100%

Note: "don't know" responses have been removed.



Lodi, California

Summary of Findings
July 2007

The National Citizen Survey™ (The NCS) Background

- ◆ ICMA/NRC initiative
 - ◆ Turnkey omnibus citizen survey service
 - ◆ Normative comparisons
 - ◆ Over 135 participants in The NCS in over 35 states
 - ◆ Elite group of jurisdictions who survey citizens
 - ◆ Over 500 jurisdictions in full database

Primary Purposes of Survey

- ◆ To assess resident satisfaction with community characteristics and amenities
- ◆ To help evaluate Lodi local government
 - ◆ Using comparisons to other jurisdictions
- ◆ To determine resident participation in local activities
- ◆ Asks “what,” not “why”
- ◆ Is just the beginning

Uses of Survey Results

- ◆ Results can be used to:
 - ◆ monitor trends in resident opinion
 - ◆ measure government performance
 - ◆ inform budget, land use, strategic planning decisions
 - ◆ benchmark service ratings

Study Methods

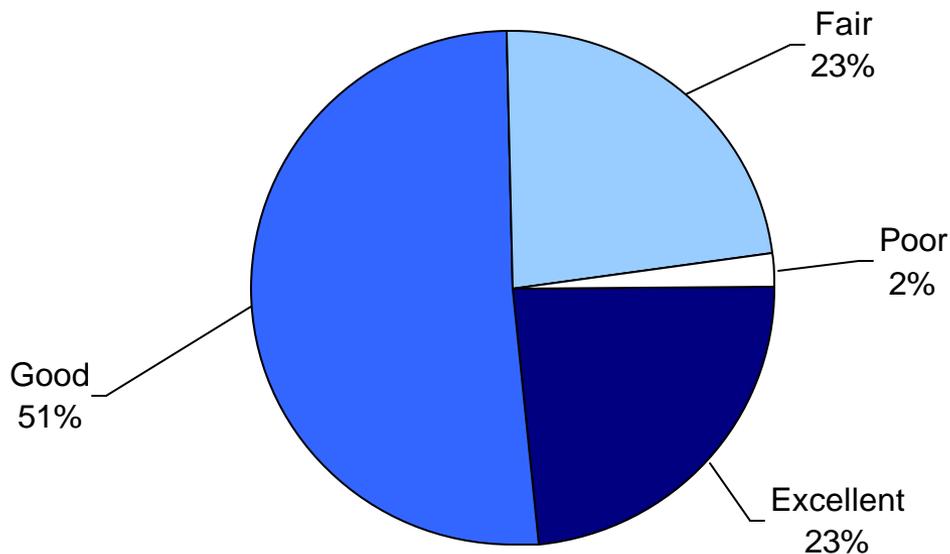
- ◆ Mailed survey to approximately 1,200 residents
 - ◆ 336 households returned the survey
 - ◆ 30% response rate
- ◆ Margin of error
 - ◆ +/- 5% for any given percentage point
 - ◆ +/- 3 for any given average rating
- ◆ Survey results were weighted by tenure, ethnicity and gender/age to better represent the community

Characteristics of Residents

- ◆ Survey Sample:
 - ◆ 25% lived in Lodi 5 years or less; 42% over 20 years
 - ◆ Median household income in 2000 about \$39,500
 - ◆ 30% over 55 years old
 - ◆ 20% attended public meeting
 - ◆ 32% watched on T.V.

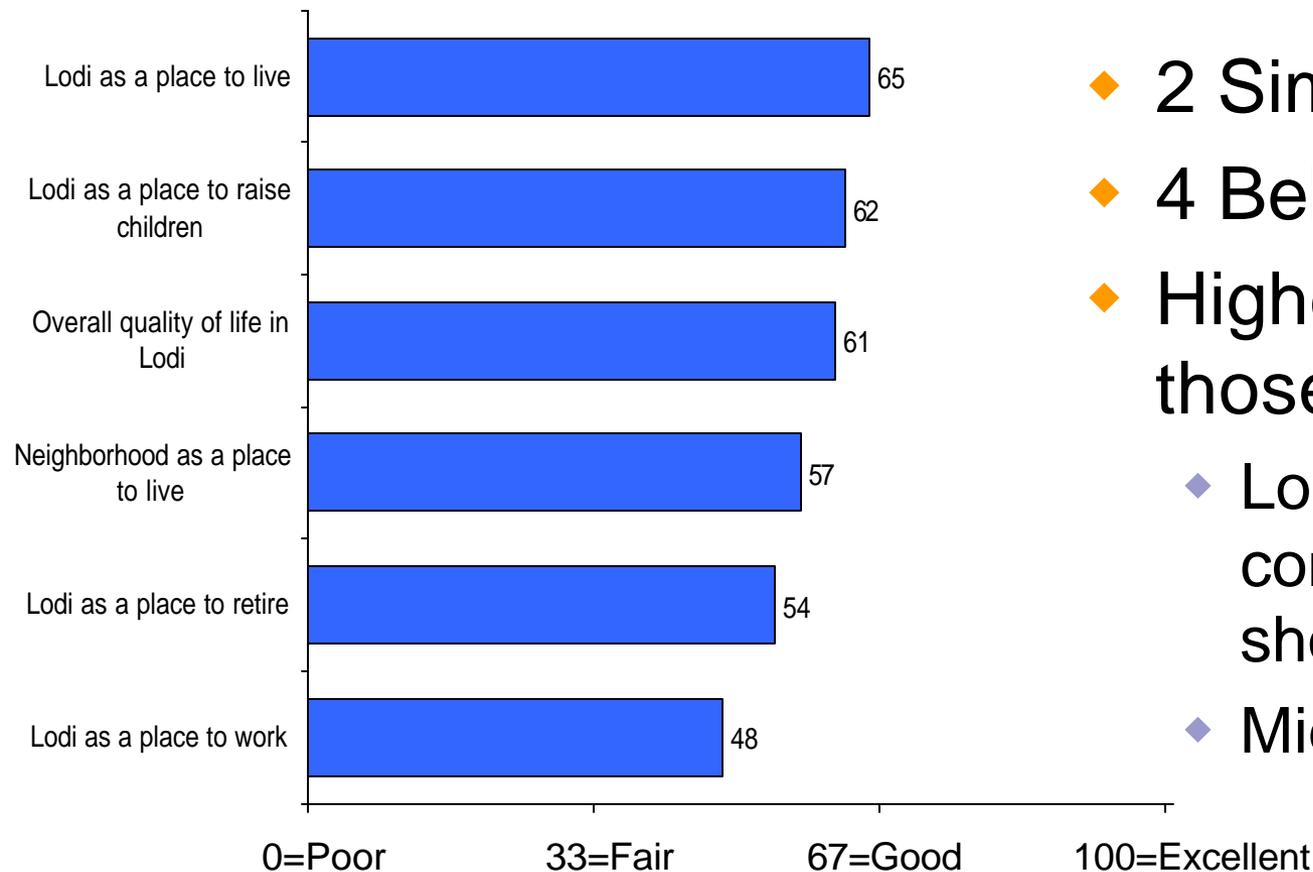
Quality of Life

How do you rate Lodi as a place to live?



- ◆ Similar to the norm
- ◆ Higher ratings from those who were
 - ◆ Residents who have lived in the community longer

Quality of Life Continued



- ◆ 2 Similar the norm
- ◆ 4 Below the norm
- ◆ Higher ratings from those who were
 - ◆ Longest tenure in community or shortest tenure
 - ◆ Mid-income

Community Characteristics

	Average Rating
◆ Similar to the Norm	
◆ Overall appearance of Lodi	58
◆ Overall quality of new development in Lodi	51

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Community Characteristics

◆ Below the Norm	Average Rating
◆ Sense of community	51
◆ Openness and acceptance of community toward people of diverse backgrounds	36
◆ Opportunities to attend cultural events	46
◆ Shopping opportunities	48
◆ Air quality	47
◆ Recreational opportunities	41
◆ Job opportunities	30
◆ Overall image/reputation of Lodi	57

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Mobility

Above the Norm	Average Rating
◆ Ease of car travel in Lodi	58
◆ Ease of bus travel in Lodi	55
◆ Ease of bicycle travel in Lodi	56

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Mobility and Access Continued

◆ Similar to the Norm	Average Rating
◆ Ease of walking in Lodi	62
◆ Below the Norm	Average Rating
◆ Access to affordable quality housing	25
◆ Access to affordable quality child care	31
◆ Access to affordable quality health care	37

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Safety from Various Problems

◆ Similar to the Norm	Average Rating
◆ Fire	72
◆ Below the Norm	Average Rating
◆ Violent Crime	54
◆ Property Crimes	41

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Safety in Various Areas

- | | |
|--|----------------|
| ◆ Above the Norm | Average Rating |
| ◆ In Lodi's downtown area during the day | 83 |
| ◆ Similar to the Norm | Average Rating |
| ◆ In your neighborhood during the day | 82 |
| ◆ In your neighborhood after dark | 65 |

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Safety in Various Areas continued

◆ Below the Norm	Average Rating
◆ In Lodi's downtown area after dark	56
◆ In Lodi's parks during the day	77
◆ In Lodi's parks after dark	38

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Potential Problems

◆ Top problems	“Major” problem
◆ Drugs	48%
◆ Gangs	44%
◆ Too much growth	26%
◆ Homelessness	25%
◆ Graffiti	22%

City Services

Highest Rated	Average Rating	Comparison
◆ Fire services	79	Similar to the norm
◆ Ambulance/EMS	70	Similar to the norm
◆ Garbage collection	69	Similar to the norm
◆ Public library services	68	Similar to the norm
◆ Accessibility of parks	67	Similar to the norm
◆ Appearance/maint. of parks	66	Similar to the norm
◆ City parks	64	Similar to the norm
◆ Police services	62	Similar to the norm
◆ Fire prevention/education	62	Similar to the norm
◆ Variety of library materials	60	Similar to the norm
◆ Sewer services	60	Similar to the norm
◆ Traffic enforcement	59	Above the norm
◆ Bus/transit services	59	Above he norm

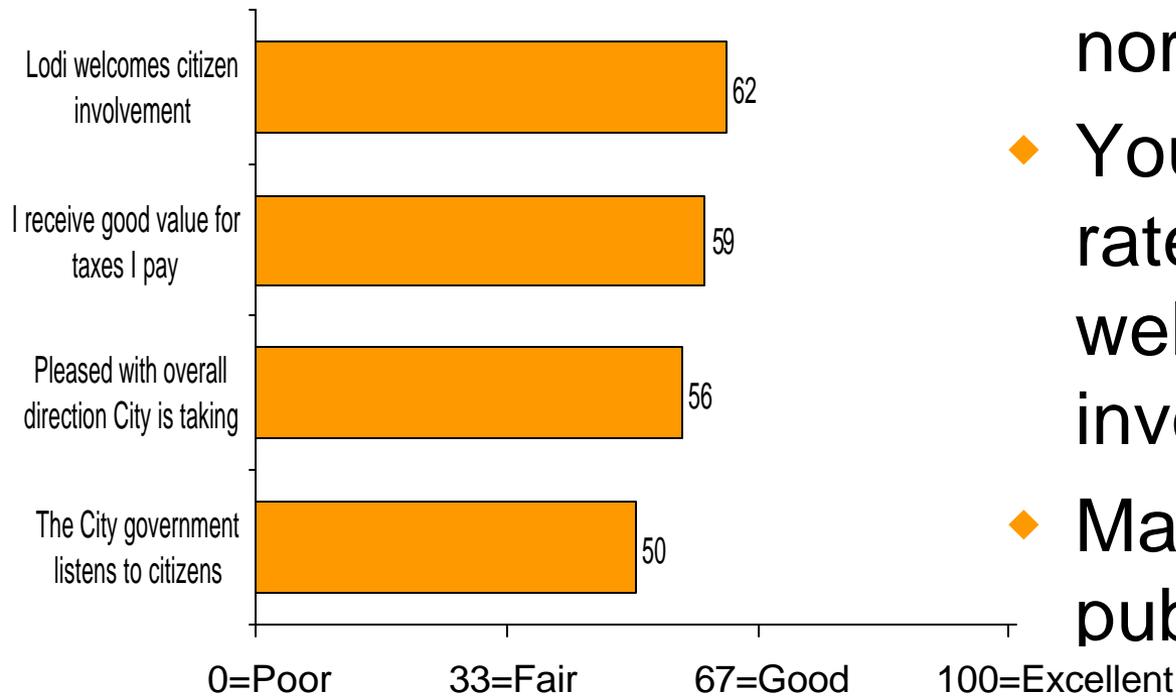
Average rating on a 100-point scale (100=Excellent, 0=Poor)

City Services

◆ Lowest Rated	Average Rating	Comparison
◆ Crime prevention	46	Below the norm
◆ Street repair	46	Similar to the norm
◆ Economic development	47	Similar to the norm
◆ Sidewalk maintenance	44	Below the norm
◆ Land use, planning and zoning	43	Similar to the norm
◆ Amount of public parking	41	Below the norm
◆ Services to youth	35	Below the norm
◆ Services to low-income people	35	Below the norm

Average rating on a 100-point scale (100=Excellent, 0=Poor)

Public Trust



- ◆ Mostly similar to the norm
- ◆ Younger residents rated “Lodi gov’t welcomes citizen involvement” higher
- ◆ Males gave higher public trust ratings

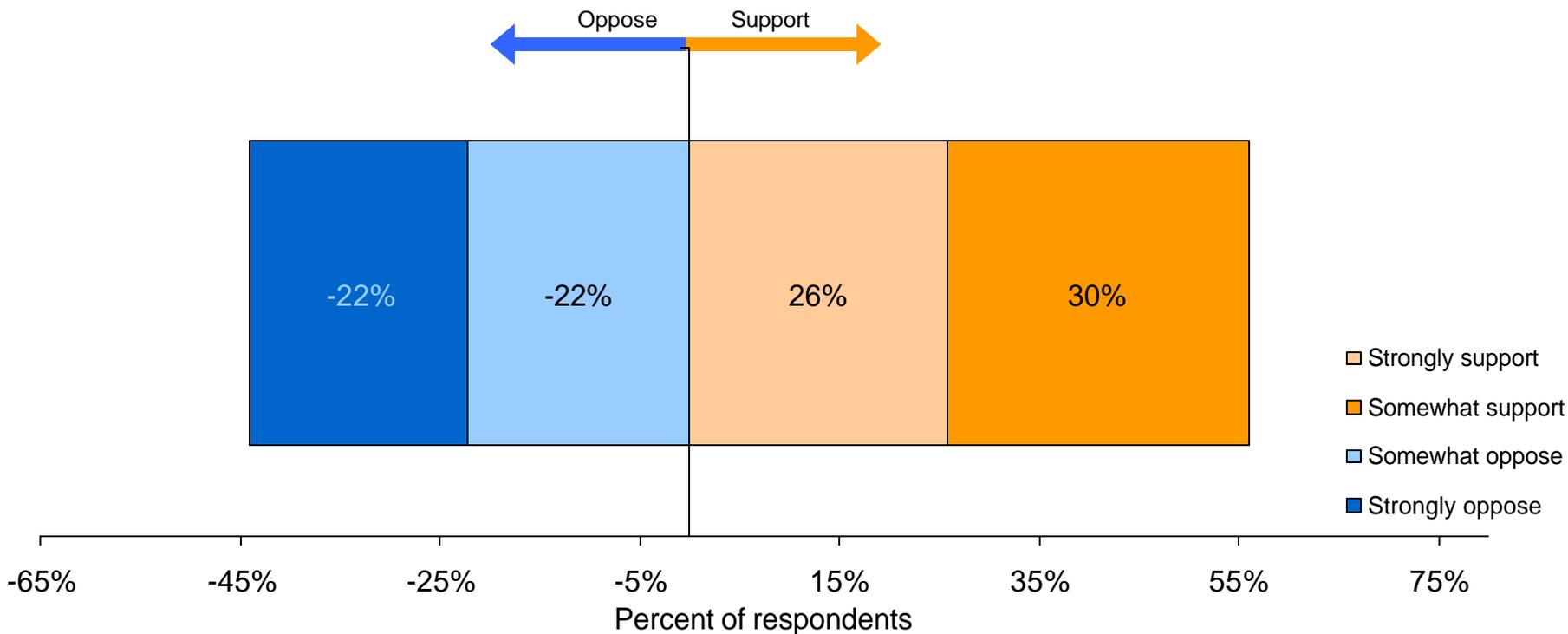
Importance of City Government Projects

On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:

◆ Project	Percent rating 8-10
◆ Stimulate economic development to create jobs and improve City revenue	67%
◆ Create affordable housing	59%
◆ Improve traffic circulation, sidewalks, and bike paths	43%
◆ Rehabilitate and expand the Lodi library	40%
◆ Construct senior service facilities	40%

Support for Sales Tax

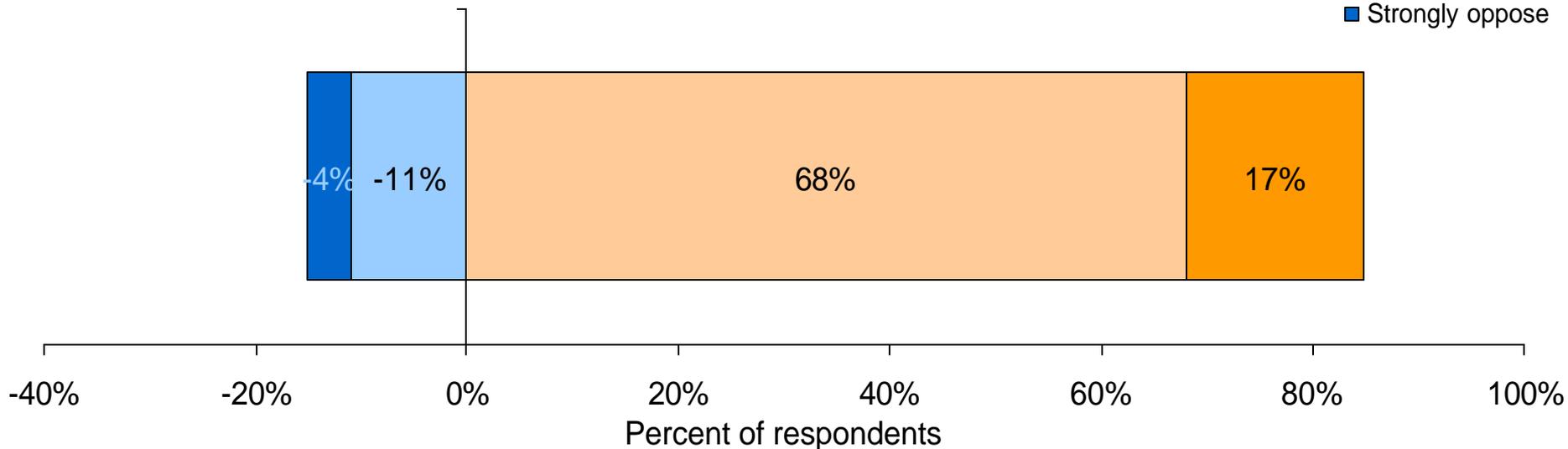
To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?



Support for Greenbelt

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose



Conclusions

◆ Strong suits

- ◆ Transportation
- ◆ Bus/transit services
- ◆ Traffic circulation
- ◆ Public schools

◆ Challenges

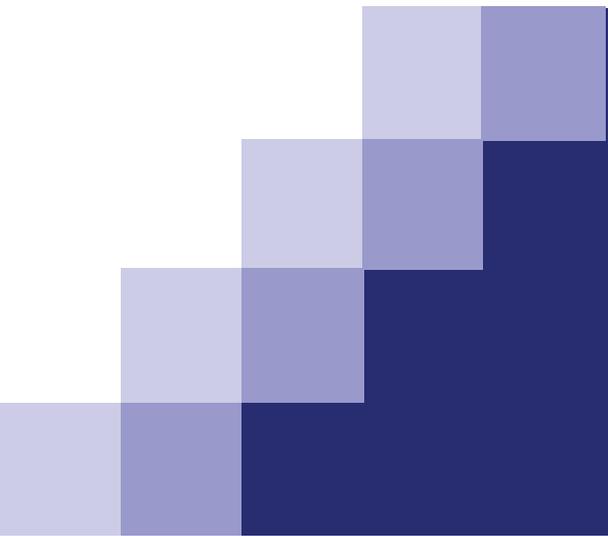
- ◆ Recreation opportunities and programs
- ◆ Job opportunities
- ◆ Crime
- ◆ Street and sidewalk repair
- ◆ Employee responsiveness and courtesy
- ◆ Community connectedness

Possible Next Steps

- ◆ Policy exploration survey
- ◆ Focus groups
- ◆ Staff workshop



The National Citizen Survey™

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Questions