



Sunnyvale

2017 Resident Survey

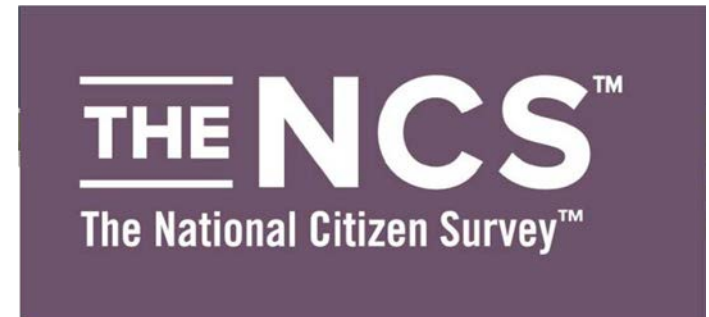
Jane Chambers

West Conference Room, April 10, 2018



Overview

- Tonight's Presentation is a brief overview
 - ◆ National Citizen Survey – What, Why, How
 - ◆ Key Findings in 2017
 - ◆ Special Topics – Six Questions unique to Sunnyvale
 - ◆ Trends over Time



Sunnyvale, CA
Community Livability Report

What is this Survey?

National Citizen Survey – What, Why, How

- Created and administered by the National Research Center and the International City/County Management Association (ICMA)
- Mail based written survey is statistically valid, weighted to community demographics
- Safety, mobility, natural and built environments, economy, recreation and wellness, education and enrichment and community engagement
- Sample of 251 residents

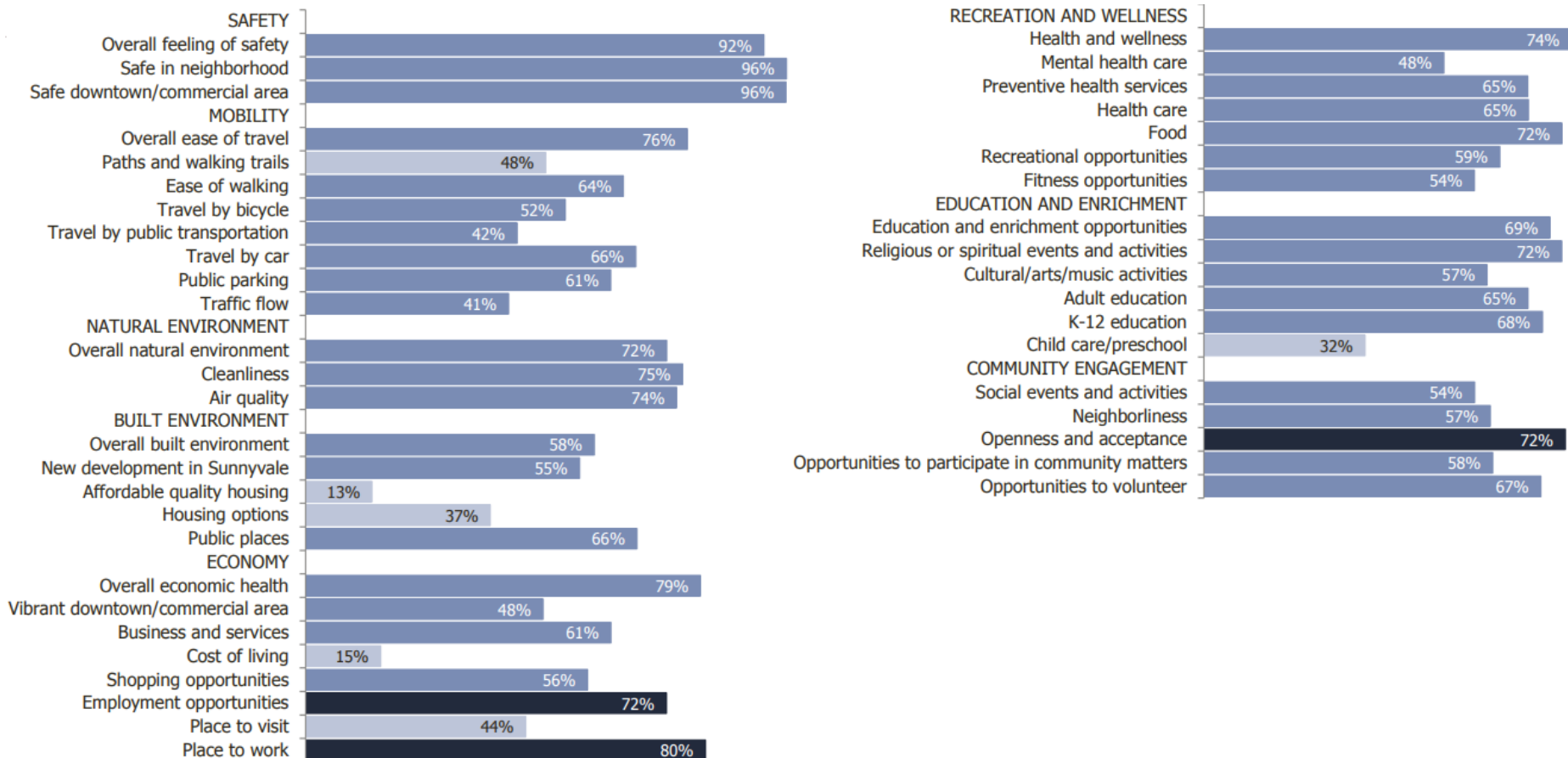
Why does Sunnyvale participate?

National Citizen Survey – What, Why, How

- We think it's important to periodically gauge how we're doing with services and as a community overall.
- Not only do we get to see our own trends over time, but we can also compare ourselves to other cities nationwide.

Key Findings

Aspects of Community Characteristics



Percent rating positively, Comparison to national benchmark: ■ Higher ■ Similar ■ Lower

How Do We Use The Information?

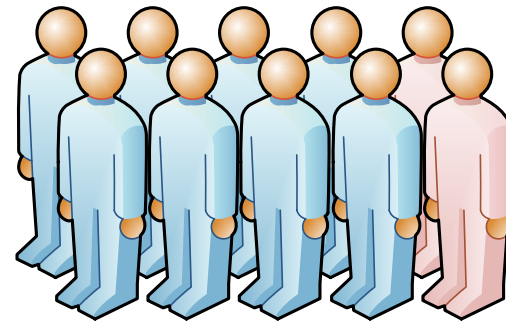
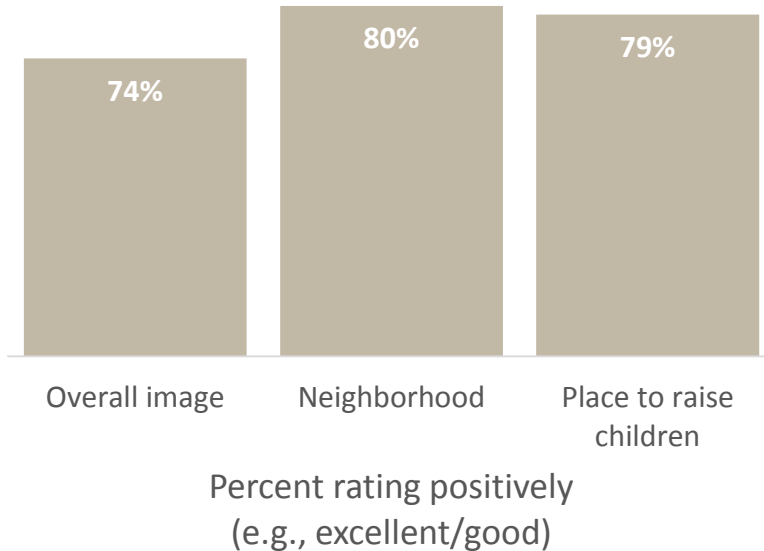
National Citizen Survey – What, Why, How

- Survey responses help to provide staff, elected officials and other stakeholders with an evaluation of service delivery
- Identification of current successes
- Assessment of opportunities to improve

Key Findings

Livability

- Sunnyvale continues to be a great place to live – As with the 2015 survey results, most Sunnyvale residents rated their quality of life as excellent or good.



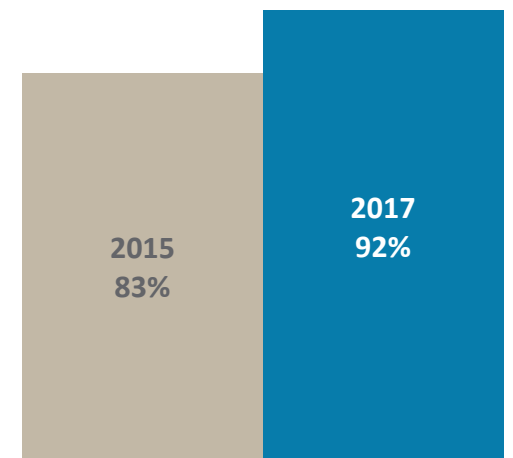
About 8 in 10 would recommend living in Sunnyvale to someone who asked and planned to remain in the city for the next five years

Key Findings

Safety

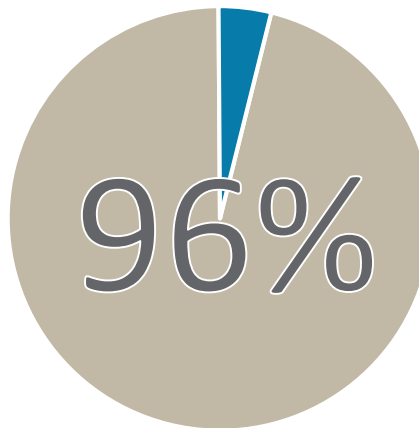
- Residents identified Safety as an important focus area for the city in the next two years.

Overall feeling of safety in Sunnyvale



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

Positive feeling of safety in their neighborhood and downtown area



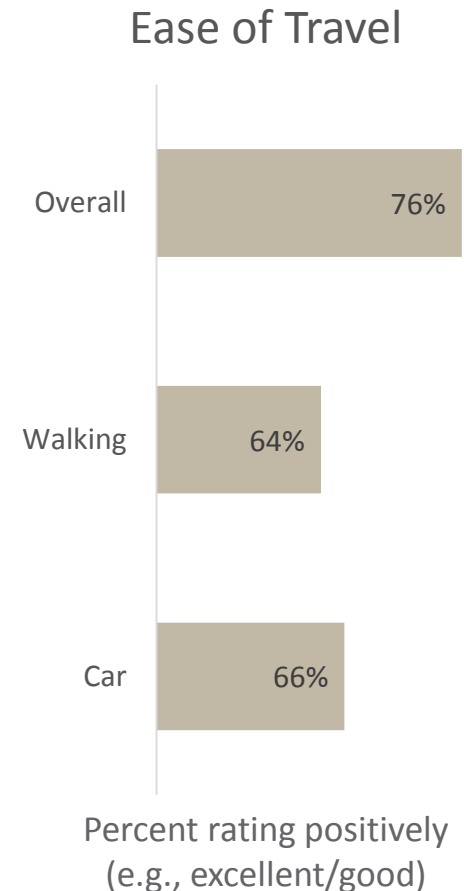
At least three-quarters of residents gave positive marks to

- Police
- Fire
- Ambulance/EMS
- Crime Prevention
- Fire Prevention
- Animal Control

Key Findings

Mobility

- Residents have mixed feelings about Mobility
 - ◆ Sunnyvale residents were more likely than residents elsewhere to have walked or biked.
 - ◆ The rating for bus or transit services increased since 2015.
 - ◆ Challenges
 - Lowered rating for traffic flow since the previous survey
 - Below-average marks to the overall quality of paths and walking trails.



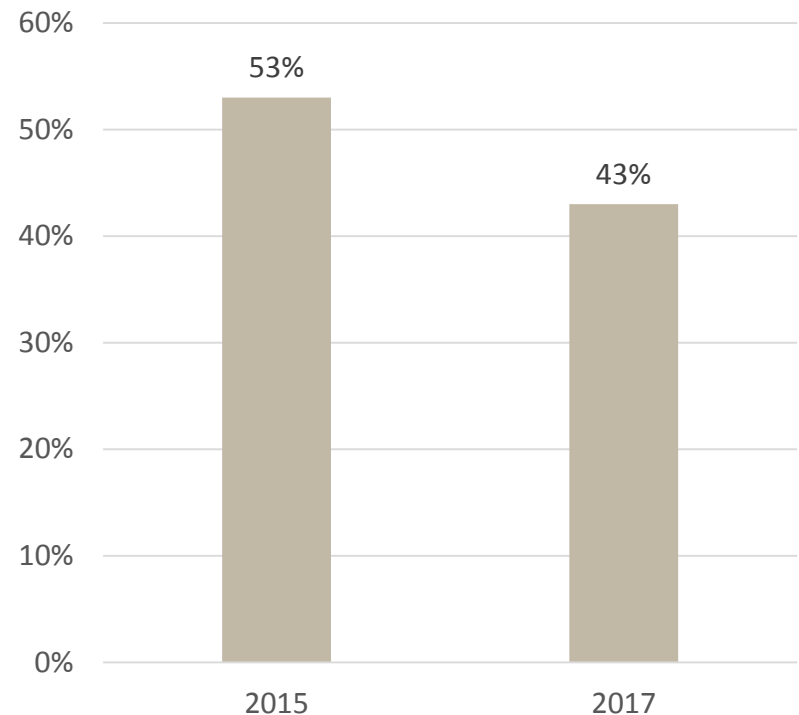
Key Findings

Affordable Housing & Growth

Area of Concern

- Sunnyvale residents gave below-average ratings to the availability of affordable quality housing, variety of housing options and cost of living in the City.

Positive rating for land use, planning, and zoning



Special Topics

- The survey included two open-ended questions asking residents to write in what they considered to be the top three community issues and community services for the City to focus on in the coming year.

Top Three Community Issues

- Traffic, transportation, road conditions and road safety
- Affordable housing
- Crime and safety

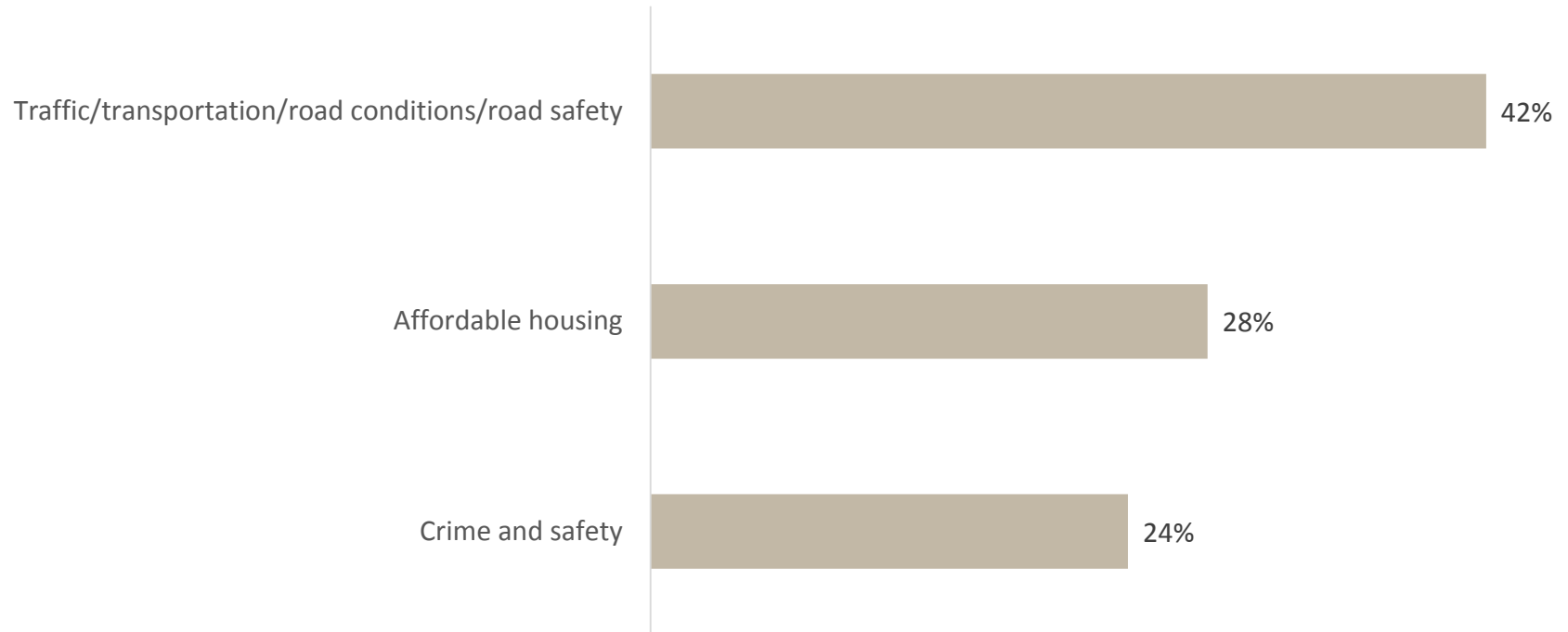
Top Three Community Services

- Road maintenance, traffic and street lighting, and parking
- Police, fire and safety services
- Water, sewer, cable and utilities

Special Topics

Top Three Community Issues

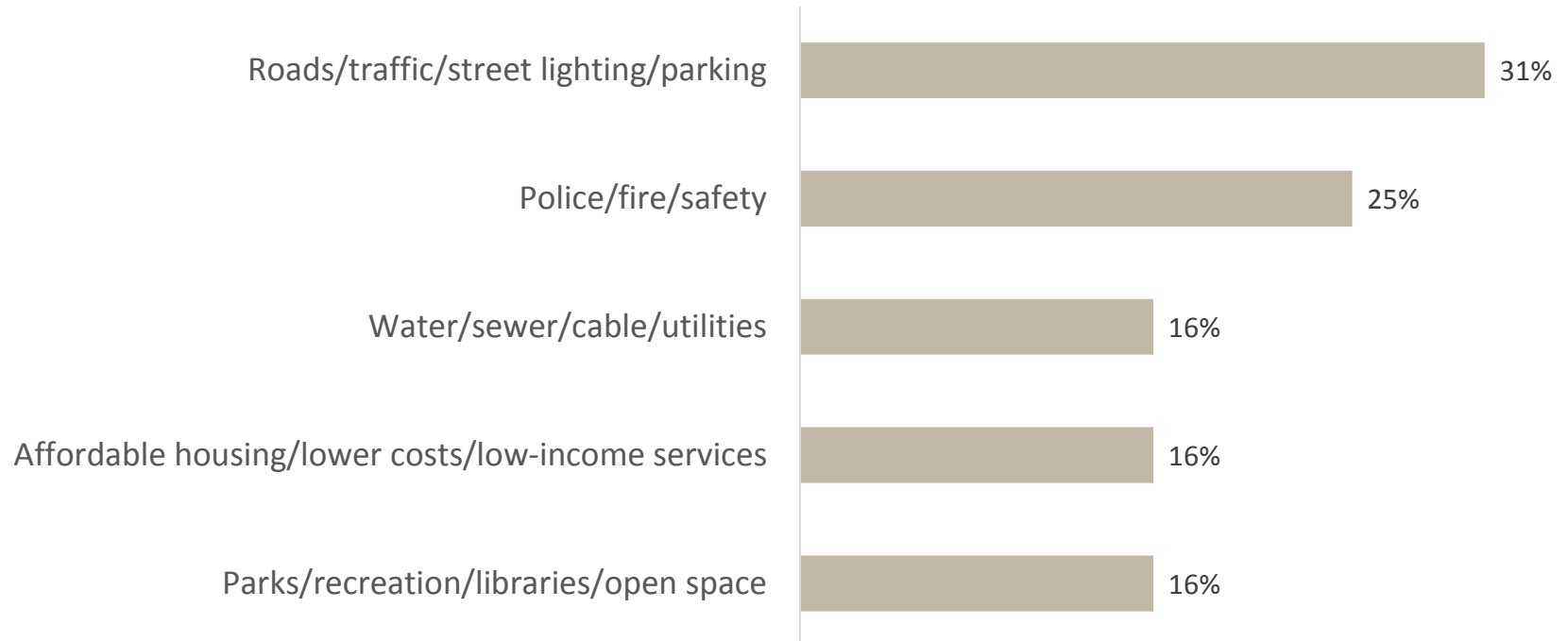
What are the top three community issues you would like to see the City focus on in the coming year?



Special Topics

Top Three Community Services

What are the top three City services you would like to see the City focus on in the coming year?

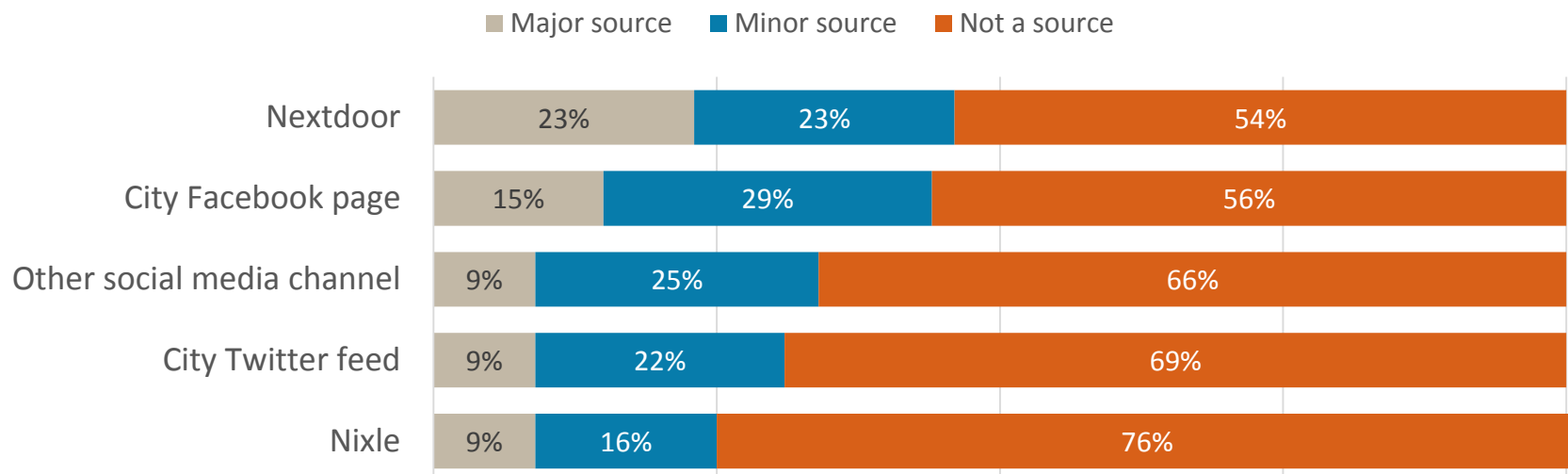


2017 Resident Survey

Quality and Source of City Information

- Roughly 8 in 10 residents gave excellent or good ratings to the city's mailed newsletter, the City website and City social media channels

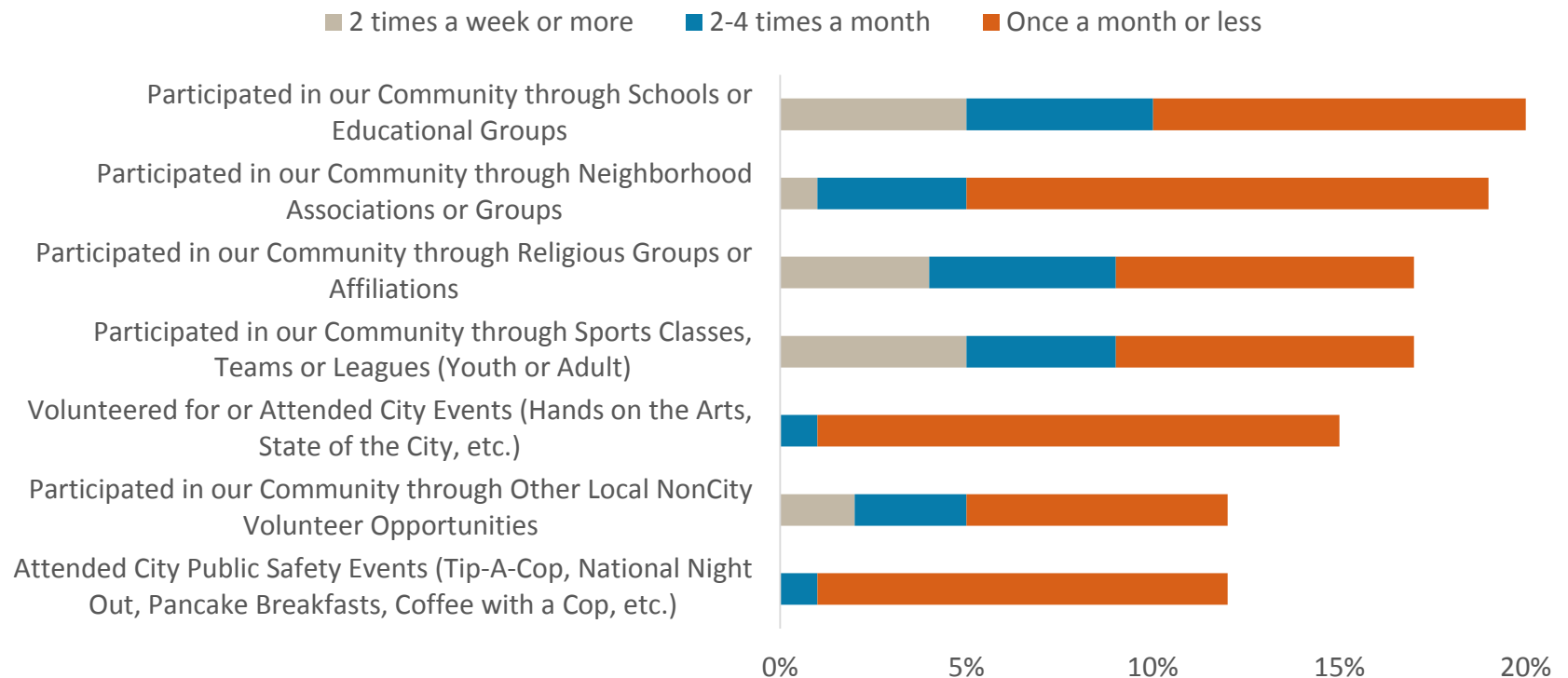
Please indicate how much of a source, if at all, you consider each of the following social media channels for obtaining information about the City government and its activities, events and services



2017 Resident Survey

Community Involvement and Volunteerism

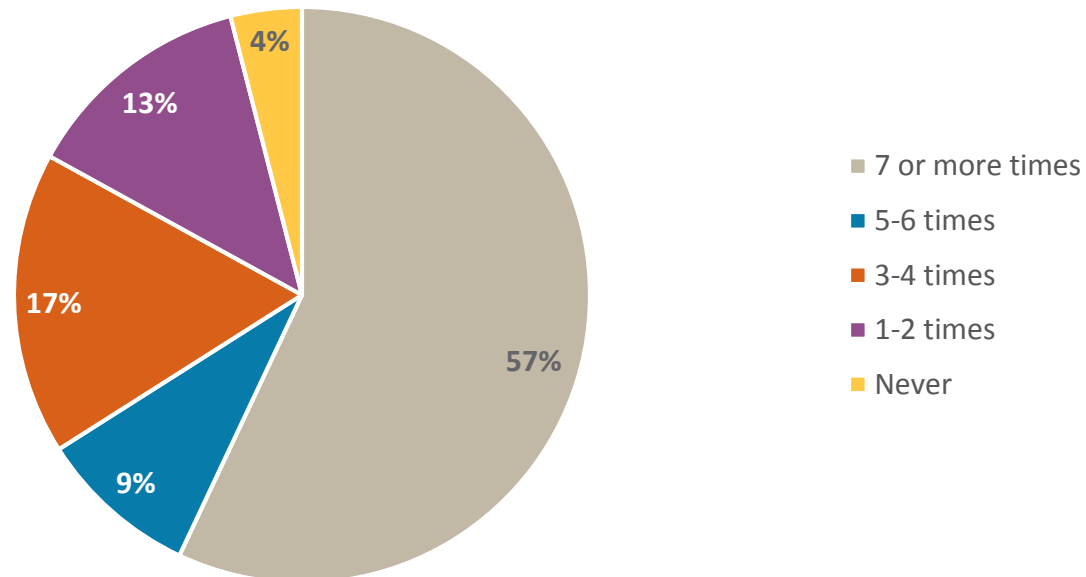
Thinking about ways that you or your household get involved in the community, in the last 12 months, about how many times, if at all, have you or other household members done or participated in each of the following?



2017 Resident Survey

Frequency of Visiting Downtown

In the past 12 months, how many times, if at all, have you or another household member visited downtown Sunnyvale for shopping, dining or entertainment?



Trends Over Time

- Reflects Experience of other Cities Nationally
 - ◆ While many long-term trendlines have remained stable since 2007, there were some declines, particularly in areas of affordability and housing.
 - ◆ This trend is common in the Bay Area, and across the country, in areas with high real estate values.
 - ◆ NRC changed their benchmark calculations in 2015 to widen the range for much higher or much lower ratings; this makes comparisons to years prior to 2015 seem lower for Sunnyvale.

Trends Over Time

- Overall, Sunnyvale reflects more use of public transit, walking and biking, and a stronger economy than other communities nationally.



2017 Resident Survey

- Survey Reports for the 2017 results can be found on the City of Sunnyvale Website:
<https://Sunnyvale.ca.gov>
- Home page, click on Survey Rates City Services, Community Issues
 - ◆ Community Livability Report
 - ◆ Dashboard Summary of Findings
 - ◆ Trends over Time
 - ◆ Open-ended Responses
 - ◆ Technical Appendices
 - ◆ Supplemental Online Survey Results