



**BOROUGH OF STATE COLLEGE,
PA
2009**



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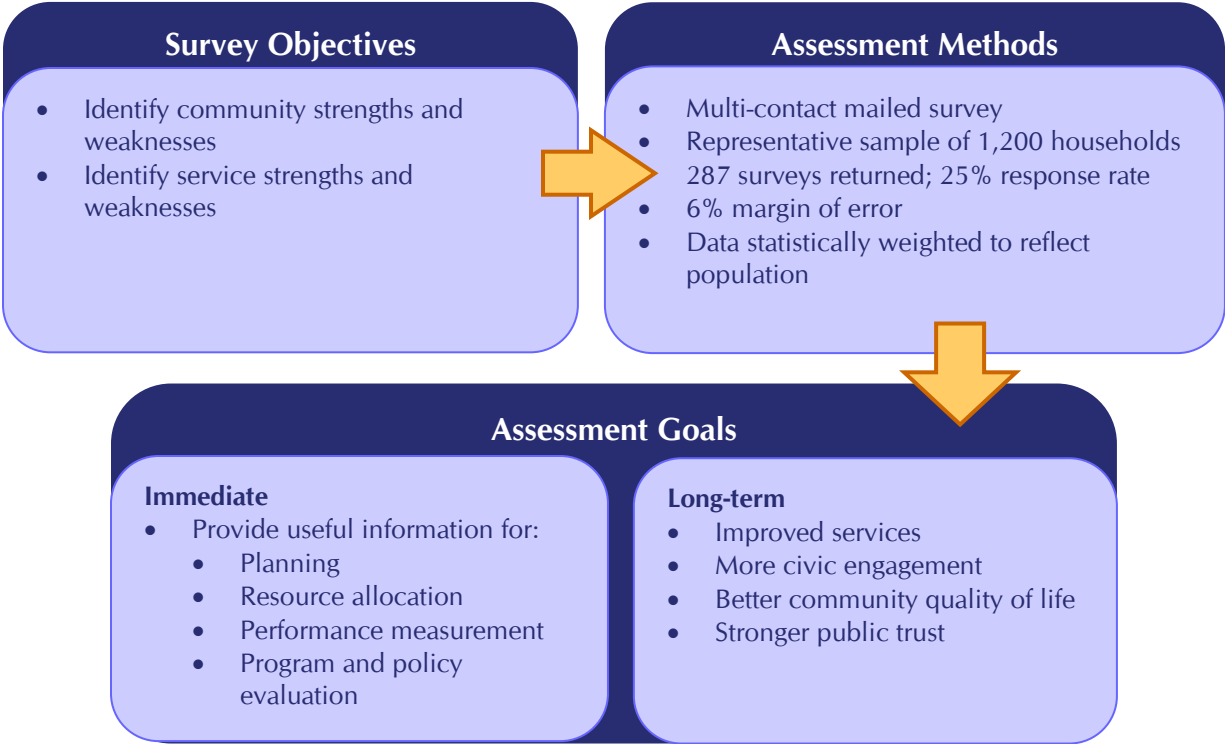
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SURVEY BACKGROUND

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 287 completed surveys were obtained, providing an overall response rate of 25%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

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

UNDERSTANDING THE RESULTS

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

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Borough of State College survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (287 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

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

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The Borough of State College chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (college or university communities with populations of 25,000-70,000). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Borough of State College Survey was included in NRC's database and there were at least five jurisdictions in which the question was

asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons were available, the Borough of State College results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the Borough of State College's rating to the benchmark.

“Don’t Know” Responses and Rounding

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

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

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

EXECUTIVE SUMMARY

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

Most residents experience a good quality of life in the Borough of State College and believe the Borough is a good place to live. The overall quality of life in the Borough of State College was rated as “excellent” or “good” by 85% of respondents. Less than half report they plan on staying in the Borough of State College for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The characteristics receiving the most favorable ratings were educational opportunities and ease of walking in State College. The characteristics receiving the least positive ratings were availability of affordable quality housing and the amount of public parking.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 23 were above the benchmark comparison, seven were similar to the benchmark comparison and one was below.

Residents in the Borough of State College were civically engaged. While only 18% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 89% had provided help to a friend or neighbor. About half had volunteered their time to some group or activity in the Borough of State College, which was higher than the benchmark.

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

On average, residents gave favorable ratings to a majority of local government services. Borough services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 27 were above the benchmark comparison, eight were similar to the benchmark comparison and one was below.

Respondents were asked to rate how frequently they participated in various activities in State College. The most popular activities included providing help to a friend or neighbor and recycling; while the least popular activities were attending a meeting of local elected officials and watching one on TV. Generally, participation rates in the various activities in the community were varied when compared to other communities.

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

- Police services
- Health services
- Cable television

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: police services. For health services and cable television, the Borough of State College is above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Most of the Borough of State College’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others. Less than half of respondents plan to stay in State College for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

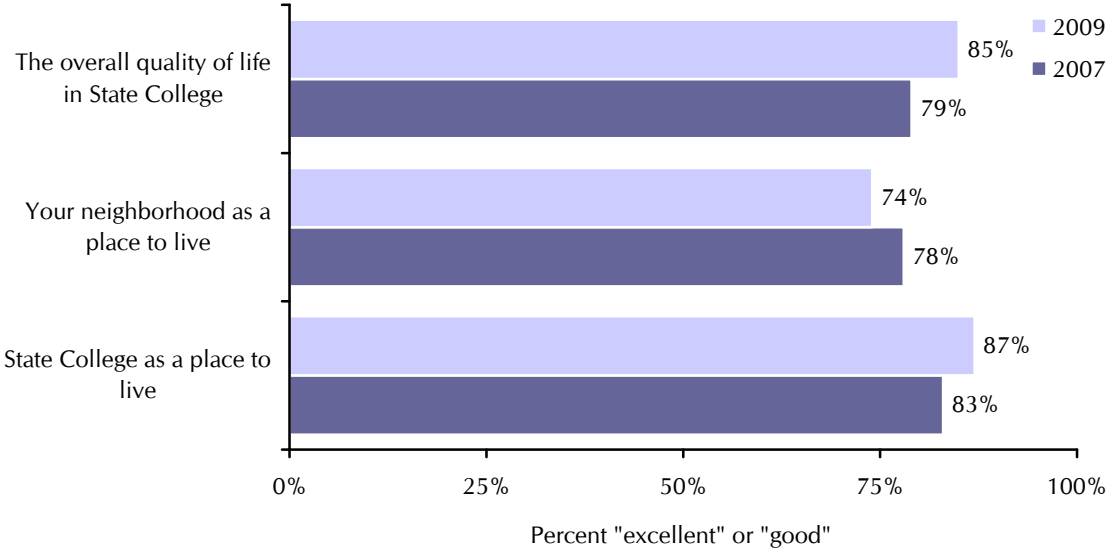
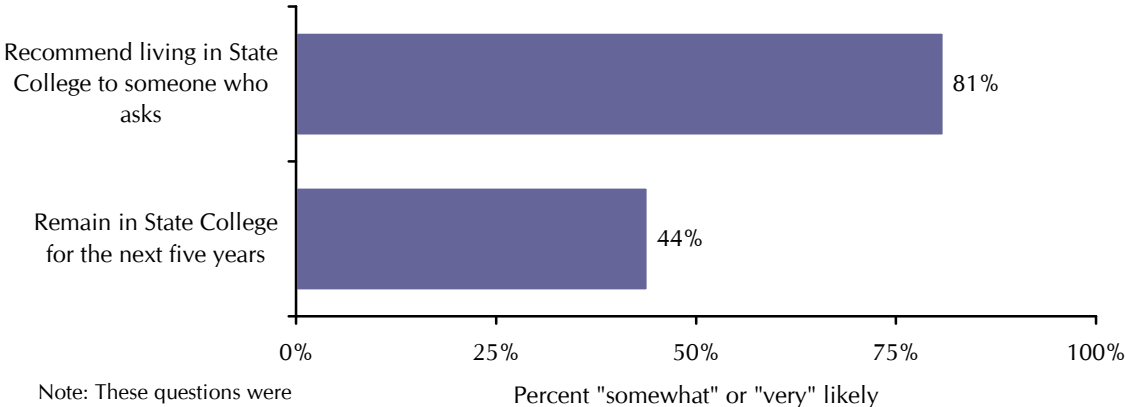


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



Note: These questions were not asked in previous surveys.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Overall quality of life in State College	Above	Above
Your neighborhood as place to live	Similar	Similar
State College as a place to live	Above	Above
Remain in State College for the next five years	Below	Below
Recommend living in State College to someone who asks	Below	Similar

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2007 to 2009 were generally stable.

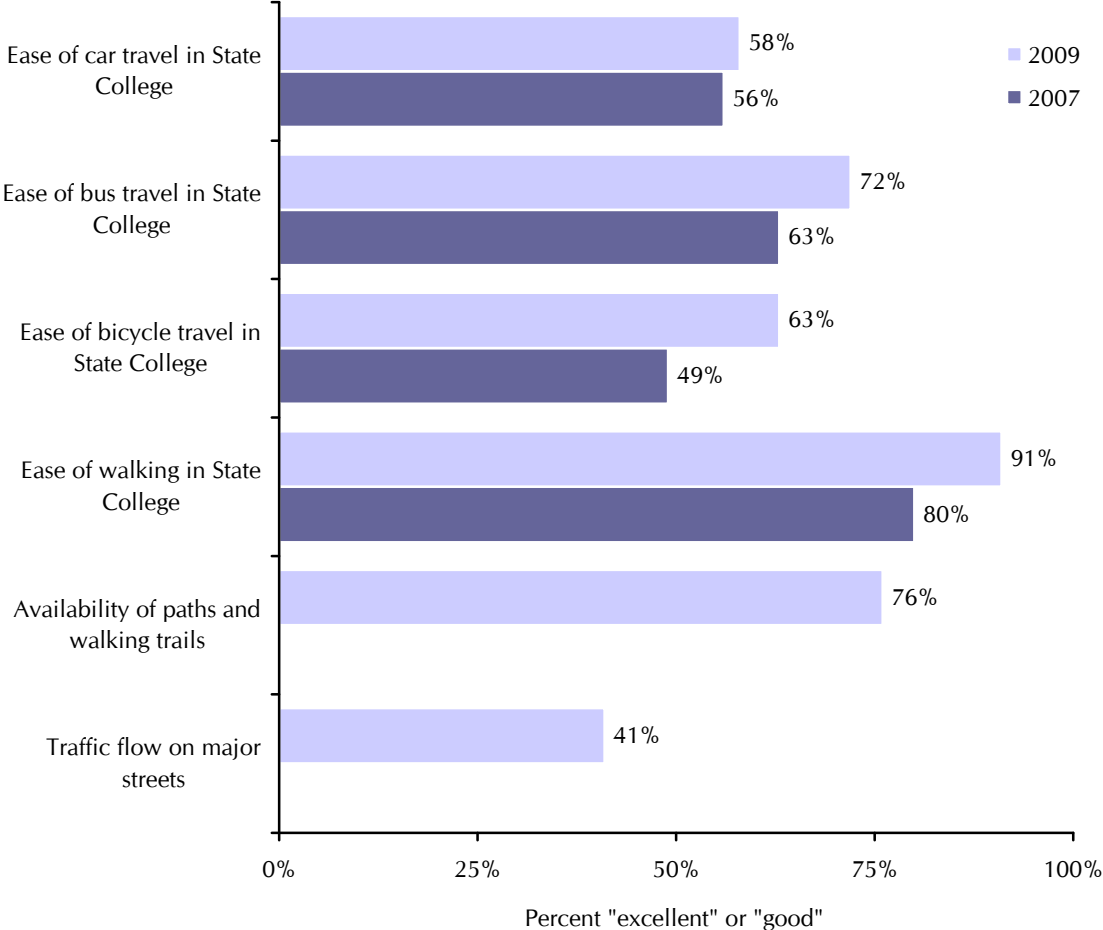
COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking was given the most positive rating, followed by ease of bus travel in State College. Four of the six aspects of mobility were rated above the benchmarks, traffic flow on major streets and ease of car travel in State College were similar to the national benchmark and higher than the custom comparison. Ratings for ease of bus travel, bicycle travel and walking in State College were higher than 2007.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR



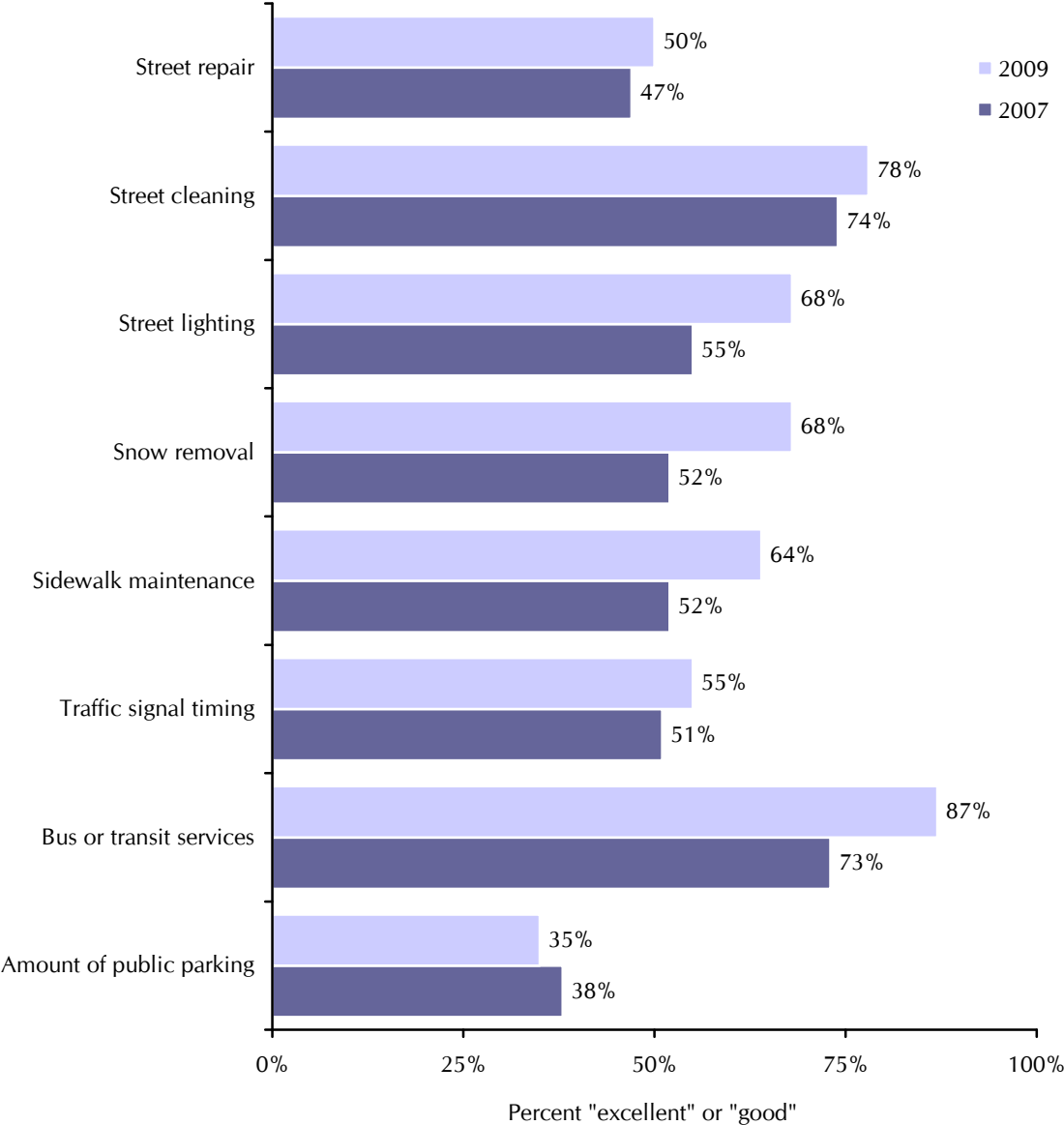
The National Citizen Survey™ by National Research Center, Inc.

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Ease of bus travel in State College	Above	Above
Ease of car travel in State College	Similar	Above
Ease of walking in State College	Above	Above
Ease of bicycle travel in State College	Above	Above
Availability of paths and walking trails	Above	Above
Traffic flow on major streets	Similar	Above

Eight transportation services were rated in State College. As compared to most communities across America, ratings tended to be somewhat favorable. Six were above the benchmarks and one was below both benchmarks. Street repair was similar to the nation and higher than the custom comparison.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Street repair /maintenance	Similar	Above
Street cleaning	Above	Above
Street lighting	Above	Above
Snow removal	Above	Above
Sidewalk maintenance	Above	Above
Light timing	Above	Above
Bus or transit services	Above	Above
Amount of public parking	Below	Below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupant automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 13% of work commute trips were made by transit, 6% by bicycle and 30% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

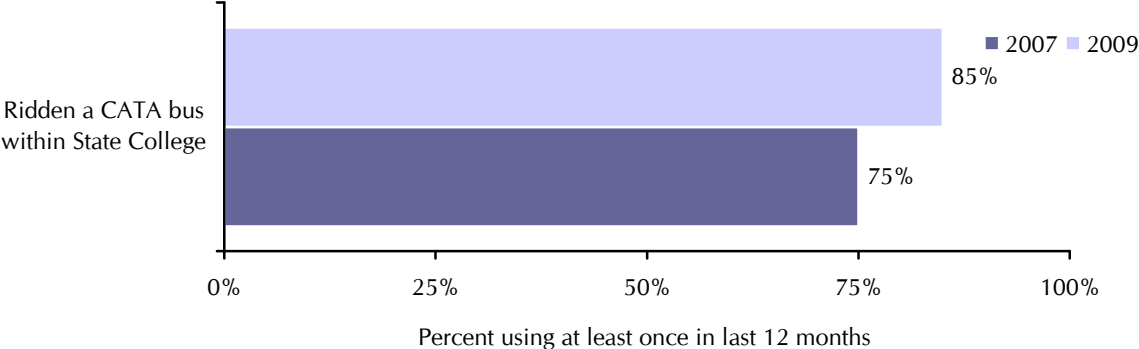
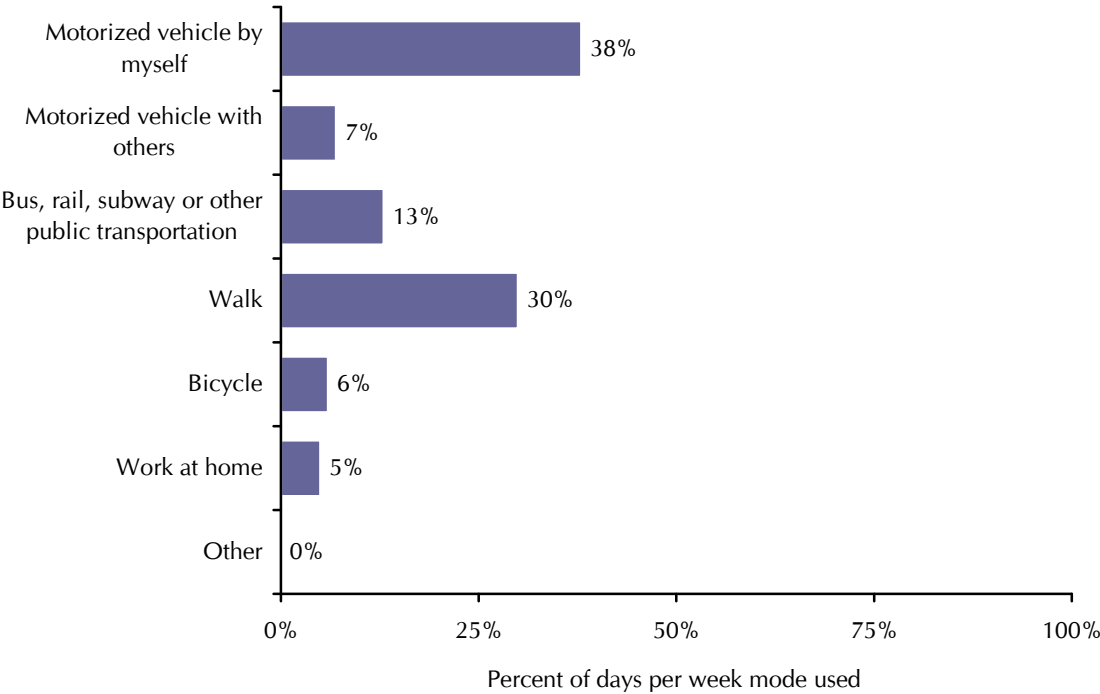


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Ridden a CATA bus within State College	More	More

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE



The National Citizen Survey™ by National Research Center, Inc.

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt heavily to a homogeneous palette, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the Borough of State College residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 31% of respondents, while the variety of housing options was rated as “excellent” or “good” by 55% of respondents. The rating of perceived affordable housing availability was similar in the Borough of State College to the ratings, on average, in comparison jurisdictions.

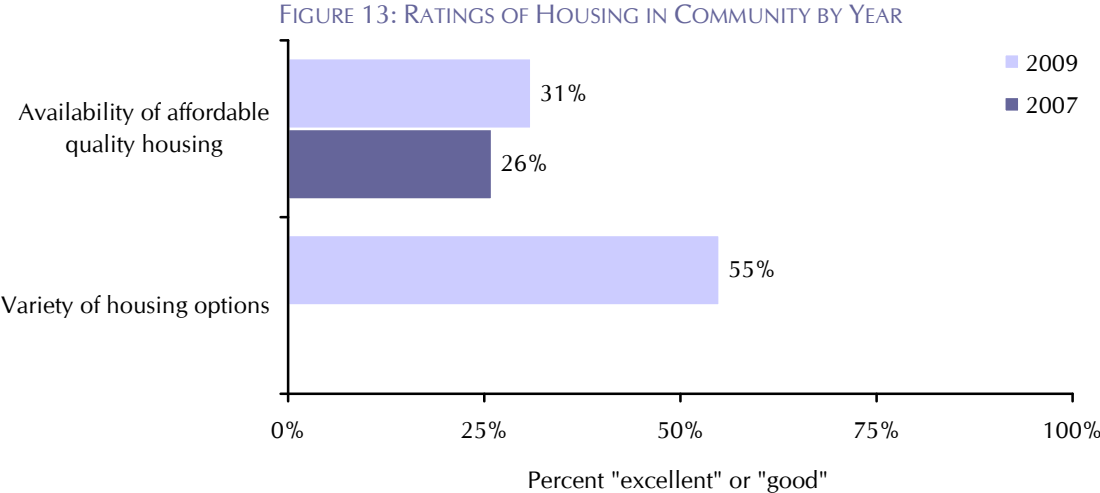
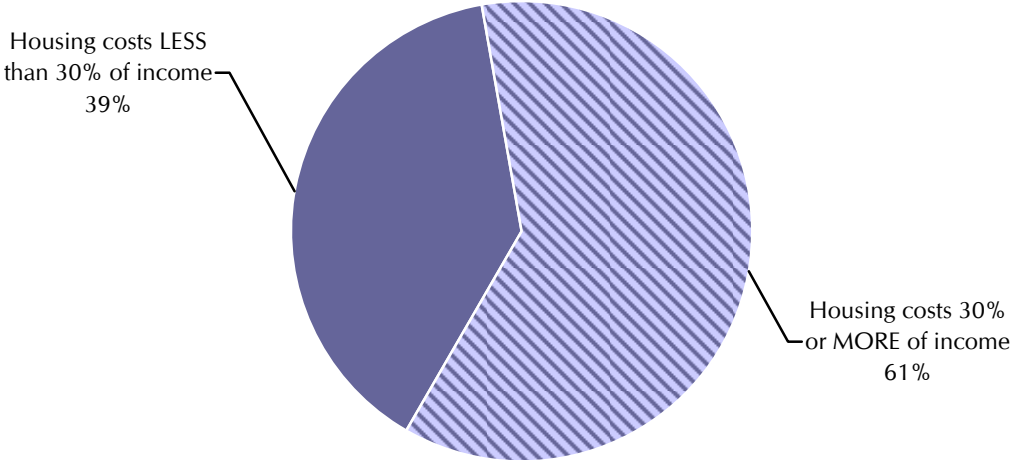


FIGURE 14: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Availability of affordable quality housing	Similar	Similar
Variety of housing options	Similar	Similar

To augment the perceptions of affordable housing in State College, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Borough of State College experiencing housing cost stress. More than 61% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 15: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 16: HOUSING COSTS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Experiencing housing costs stress (housing costs 30% or more of income)	More	More

Land Use and Zoning

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

The overall quality of new development in the Borough of State College was rated as “excellent” or “good” by 55% of respondents. The overall appearance of State College was rated as “excellent” or “good” by 81% of respondents and was higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Borough of State College, 70% thought they were a “major” or “moderate” problem. The services of land use, planning and zoning, code enforcement, animal control were rated above the benchmarks.

FIGURE 17: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

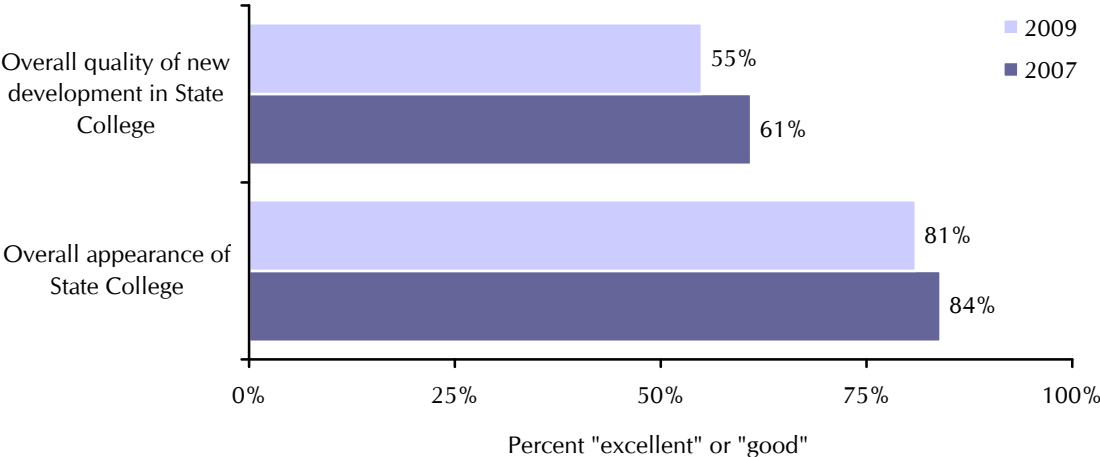


FIGURE 18: BUILT ENVIRONMENT BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Quality of new development in borough	Similar	Similar
Overall appearance of State College	Above	Above

FIGURE 19: RATINGS OF POPULATION GROWTH BY YEAR

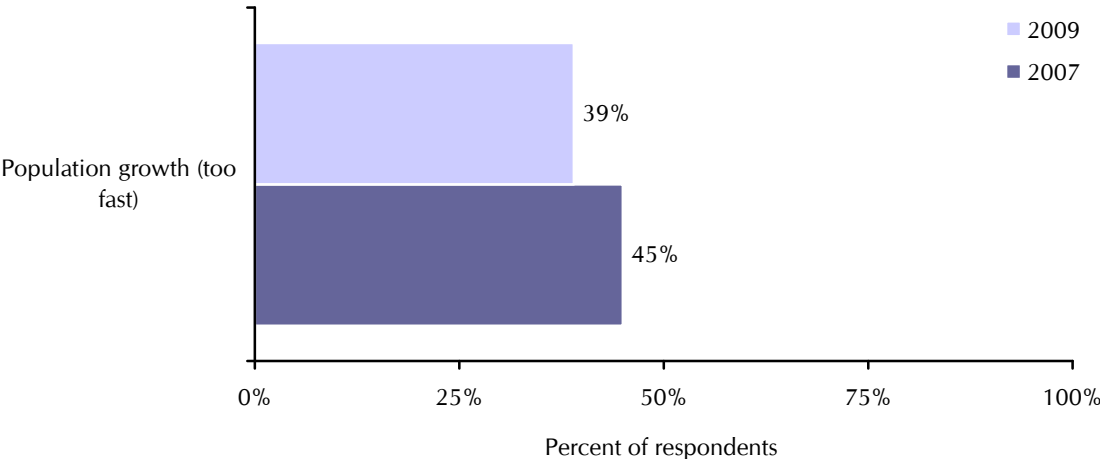


FIGURE 20: POPULATION GROWTH BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Population growth seen as too fast	Less	Less

FIGURE 21: RATINGS OF NUISANCE PROBLEMS BY YEAR

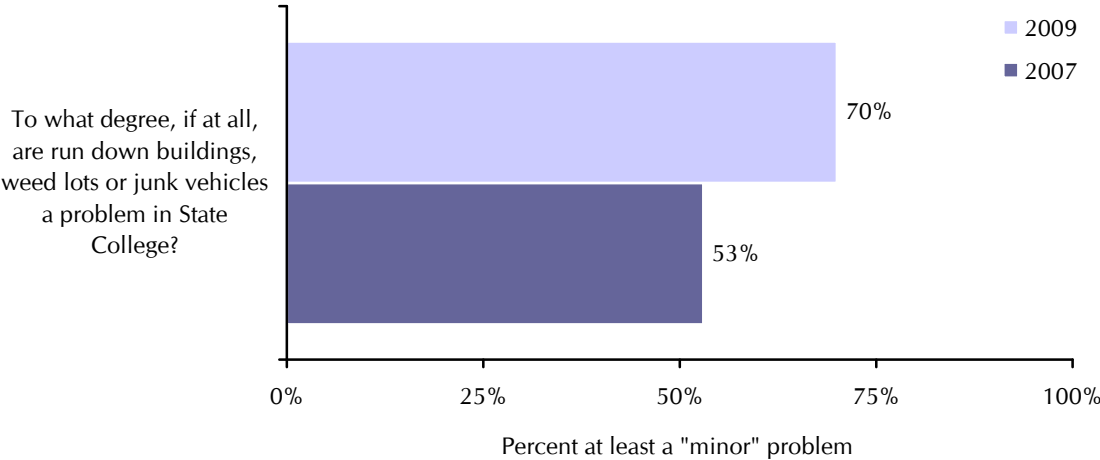


FIGURE 22: NUISANCE PROBLEMS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Run down buildings, weed lots and junk vehicles are a "major" problem	Less	Less

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FIGURE 23: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

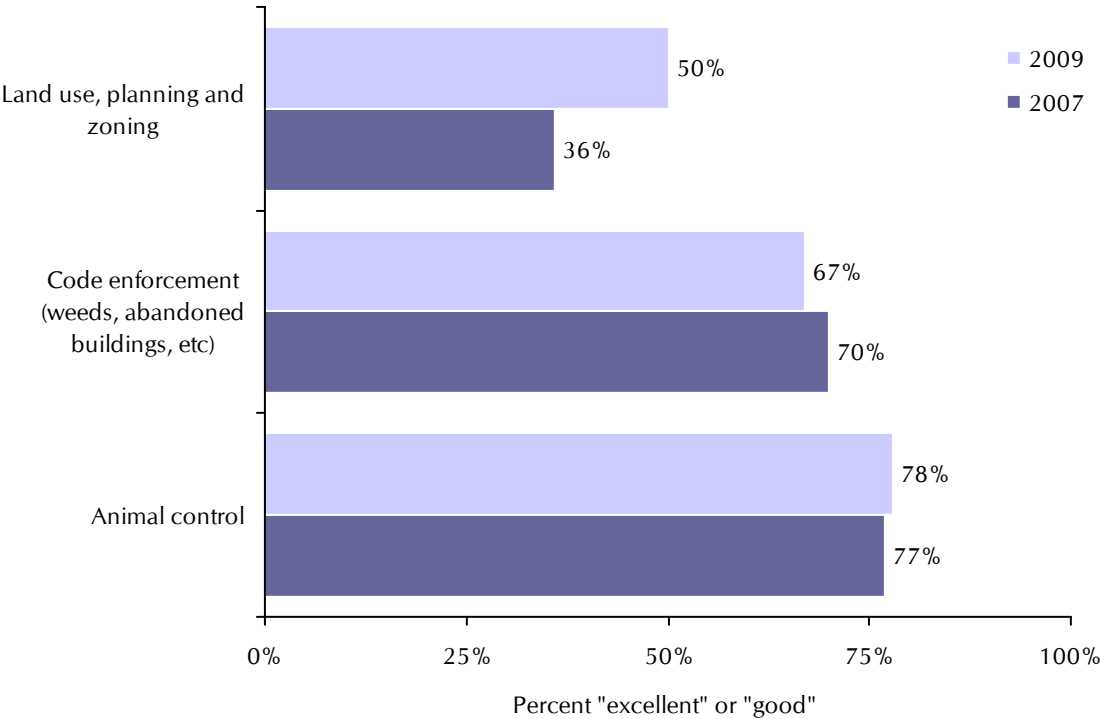


FIGURE 24: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Land use, planning and zoning	Above	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above
Animal control	Above	Above

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Overall quality of business and service establishments in State College and State College as a place to work. Employment and shopping opportunities were rated less favorably.

FIGURE 25: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

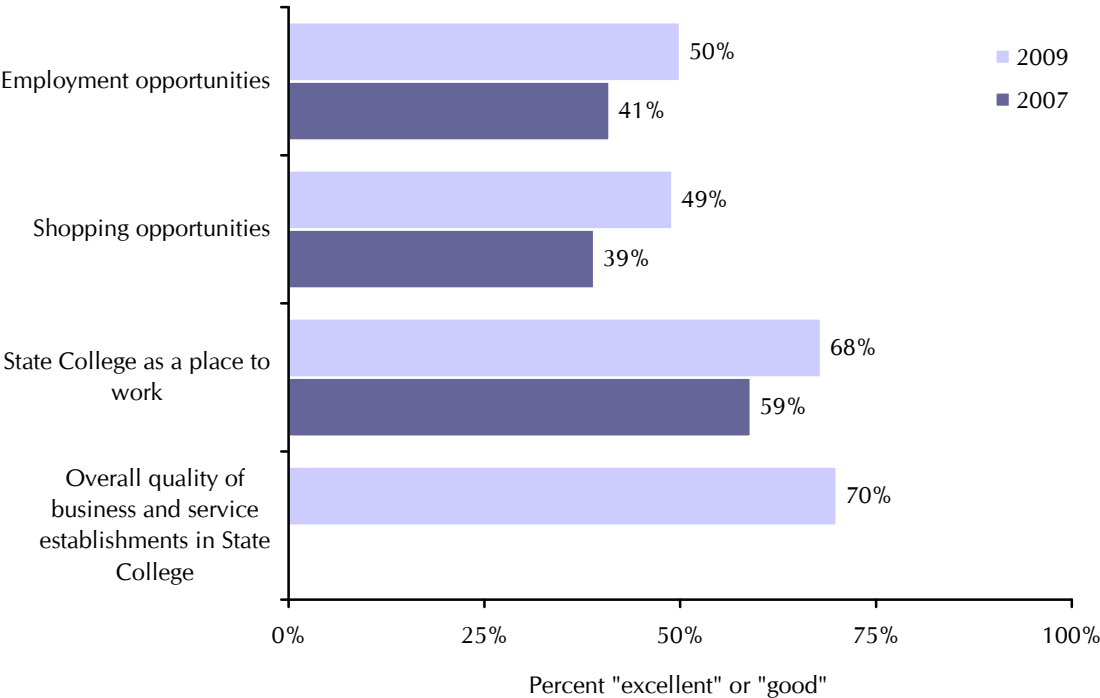


FIGURE 26: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Employment opportunities	Above	Above
Shopping opportunities	Similar	Below
Place to work	Above	Above
Overall quality of business and service establishments in State College	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in State College, 70% responded that it was “too slow,” while 41% reported retail growth as “too slow.” About the same number of residents in State College compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 27: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

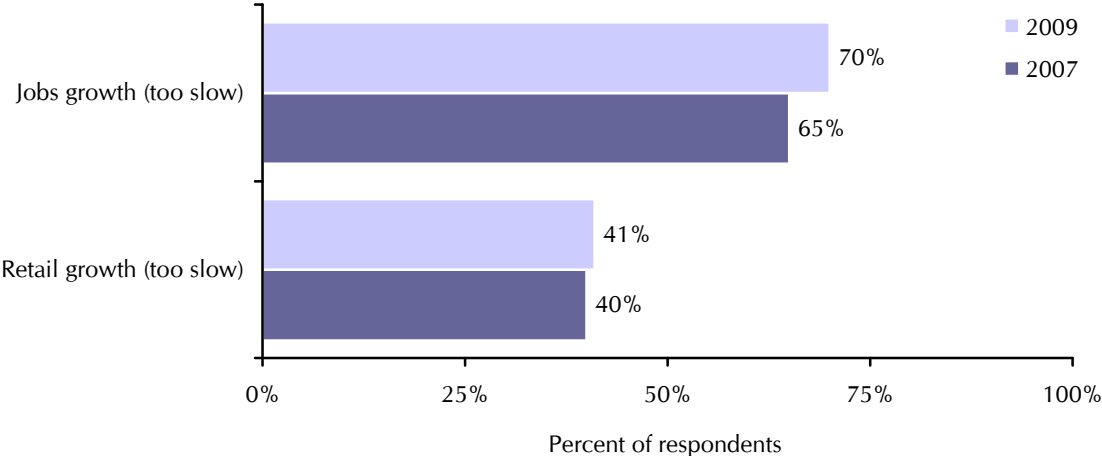


FIGURE 28: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Retail growth seen as too slow	More	More
Jobs growth seen as too slow	Similar	Similar

FIGURE 29: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

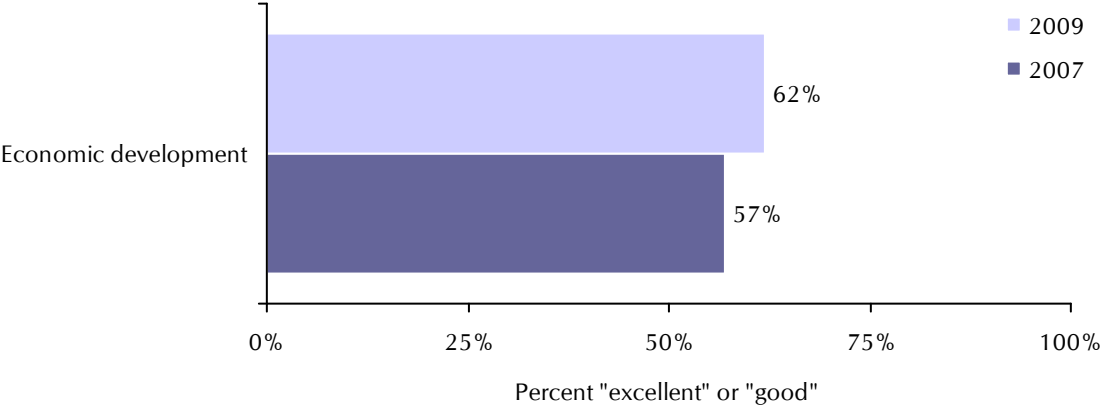


FIGURE 30: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Economic development	Above	Above

Residents were asked to reflect on their economic prospects in the near term. Three percent of the Borough of State College residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 31: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

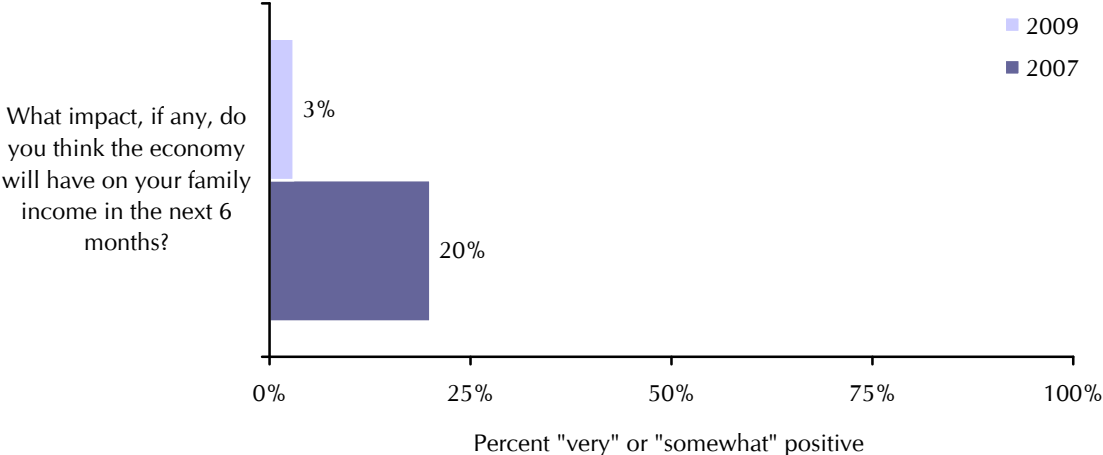


FIGURE 32: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Positive impact of economy on household income	Below	Below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Many gave positive ratings of safety in the Borough State College. About 87% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 90% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown after dark.

FIGURE 33: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

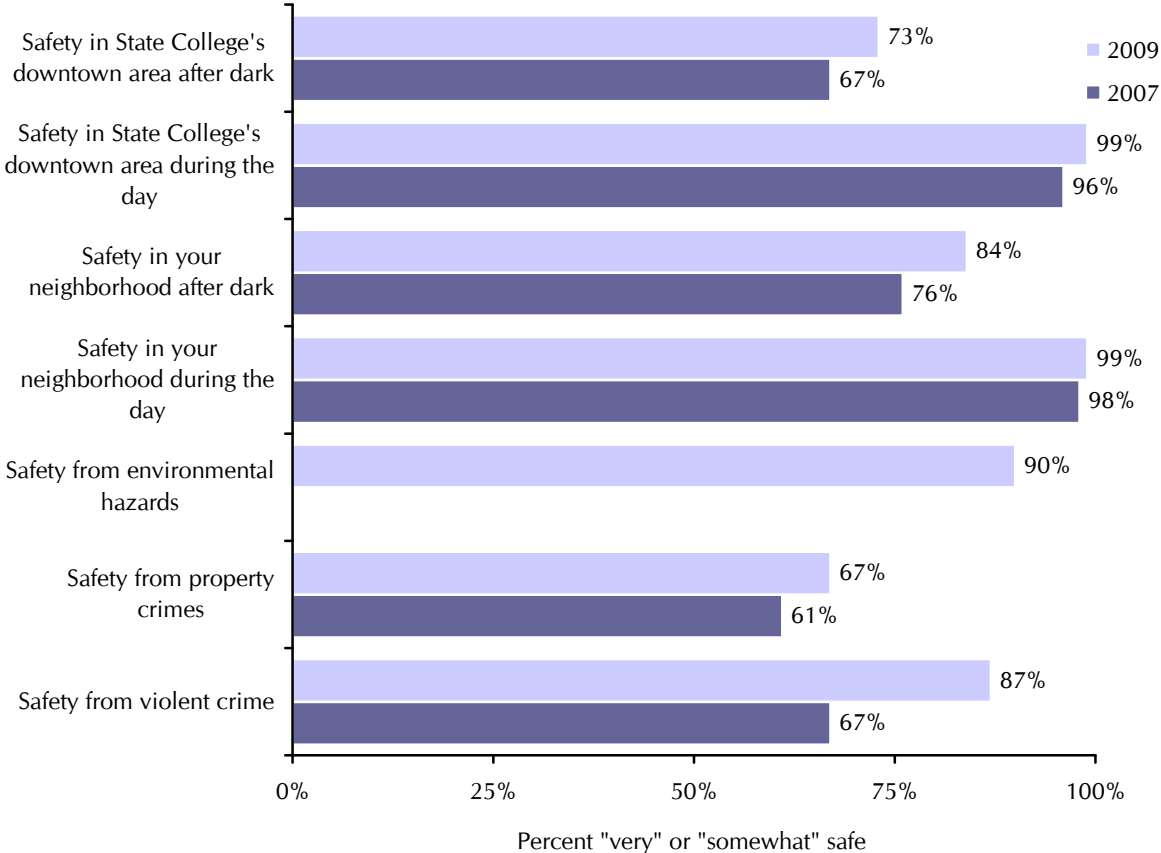


FIGURE 34: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Safety in your neighborhood during the day	Above	Above
Safety in your neighborhood after dark	Above	Above
Safety in State College's downtown	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

	National comparison	University communities with populations of 25,000-70,000 comparison)
area during the day		
Safety in State College's downtown area after dark	Above	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above	Above
Safety from property crimes (e.g., burglary, theft)	Above	Above
Toxic waste or other environmental hazard(s)	Above	Above

As assessed by the survey, 14% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 67% had reported it to police. Compared to other jurisdictions about the same percent of State College residents had been victims of crime in the 12 months preceding the survey and fewer State College residents had reported their most recent crime victimization to the police.

FIGURE 35: CRIME VICTIMIZATION AND REPORTING BY YEAR

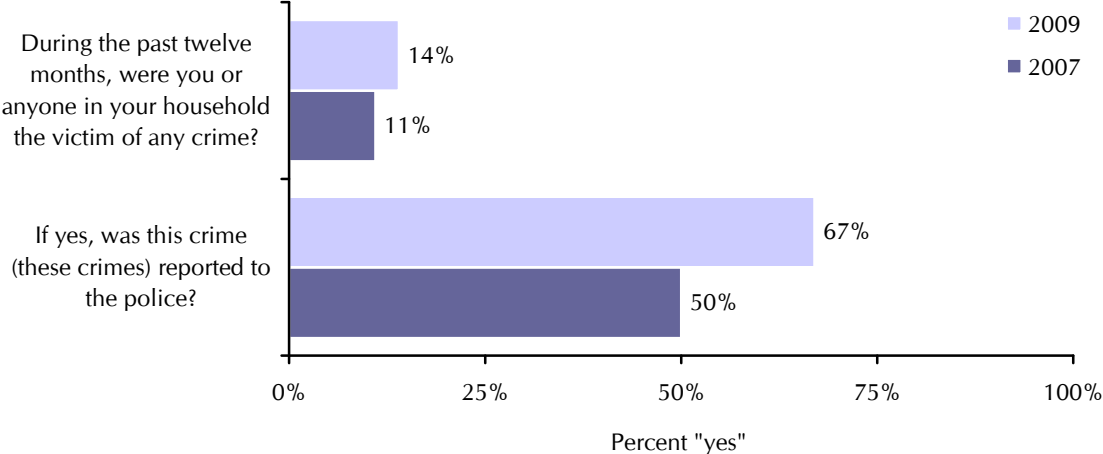
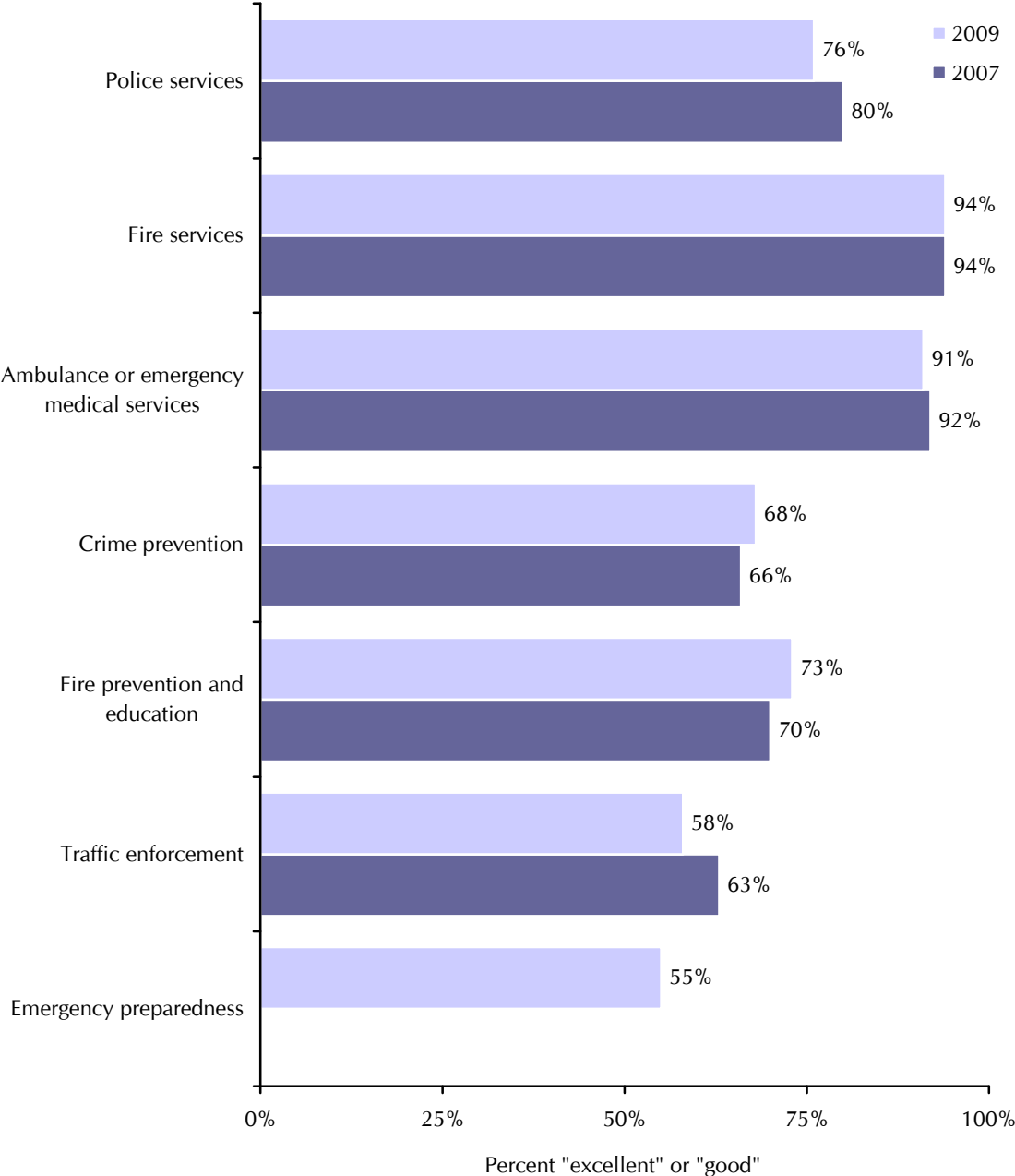


FIGURE 36: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Victim of crime	Similar	Similar
Reported crimes	Less	Less

Residents rated seven Borough public safety services; of these, five were rated similar to the benchmark comparisons. Crime prevention was rated similar to the nation and above the custom comparison. Emergency preparedness was rated below the national benchmark comparison and was similar to the custom benchmark. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 37: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 38: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Police services	Similar	Similar
Fire services	Similar	Similar
EMS/ambulance	Similar	Similar
Crime prevention	Similar	Above
Fire prevention and education	Similar	Similar
Traffic enforcement	Similar	Similar
Emergency preparedness	Below	Similar

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the Borough of State College were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 81% of survey respondents. Air quality received the highest rating, and it was above the benchmarks.

FIGURE 39: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

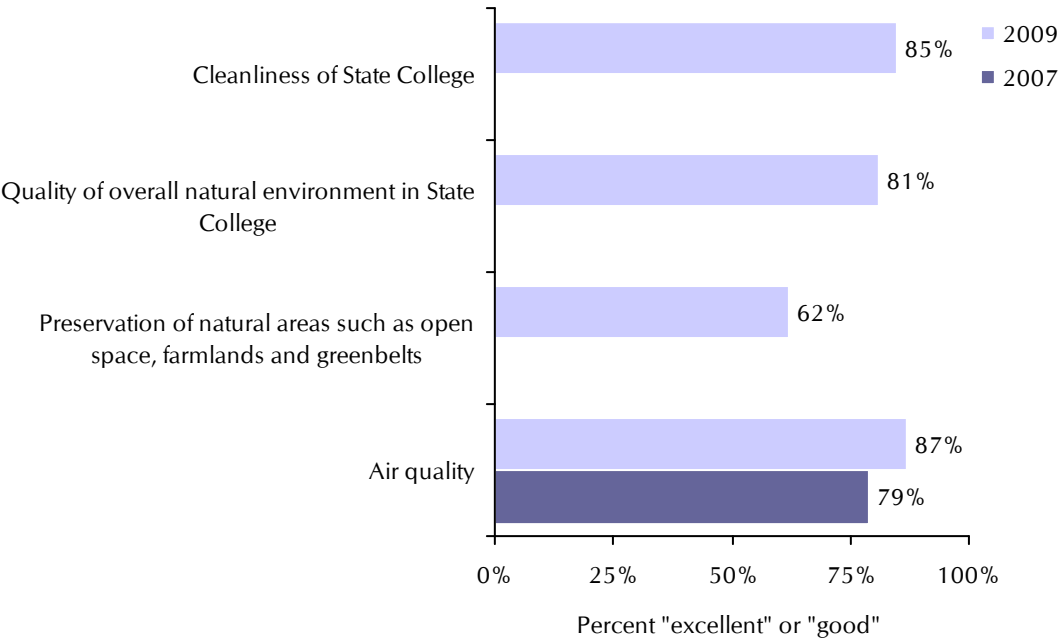


FIGURE 40: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Cleanliness of State College	Above	Above
Quality of overall natural environment in State College	Above	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above	Above
Air quality	Above	Above

Resident recycling was greater than/less than recycling reported in comparison communities.

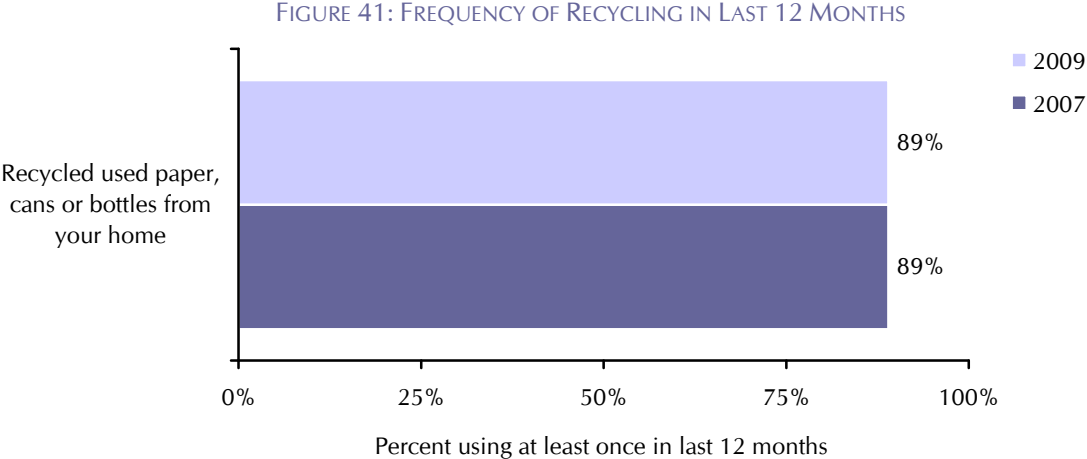


FIGURE 42: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Recycled used paper, cans or bottles from your home	More	More

Of the six utility services rated by those completing the questionnaire, five were higher than the benchmark comparisons and one was similar to the benchmark comparisons. These service ratings trends were similar when compared to past surveys.

FIGURE 43: RATINGS OF UTILITY SERVICES BY YEAR

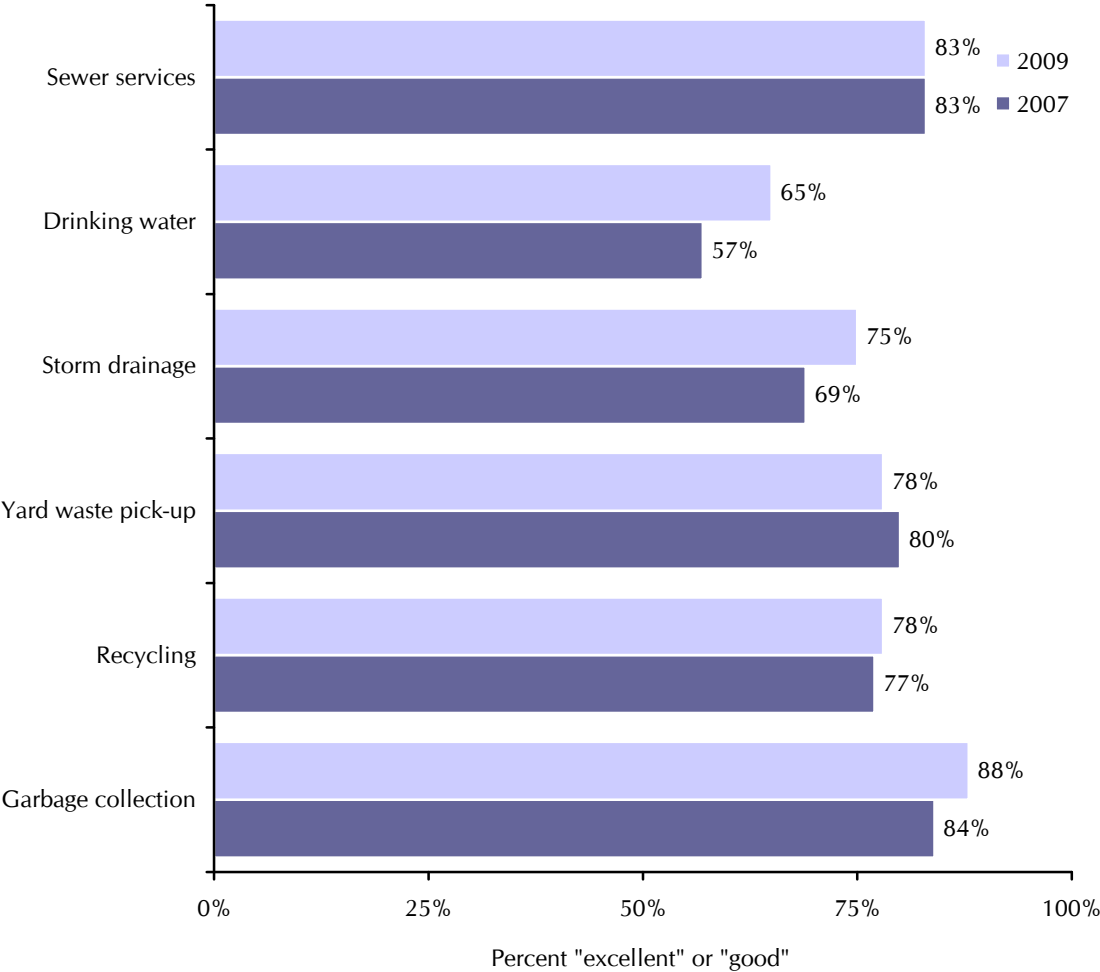


FIGURE 44: UTILITY SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Sewer services	Above	Above
Drinking water	Similar	Similar
Storm drainage	Above	Above
Yard waste pick-up	Above	Above
Recycling	Above	Above
Garbage collection	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the Borough of State College were rated positively as were services related to parks and recreation. Recreation centers or facilities and Borough parks were rated higher than the benchmarks. Recreation programs or classes received the lowest rating but were higher than the national comparison and similar to the custom benchmark. Parks and recreation ratings have mostly stayed constant over time, though the rating for recreation centers and facilities had increased compared to past surveys.

Resident use of State College parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. Recreation program use in State College was about the same as use in comparison jurisdictions.

FIGURE 45: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

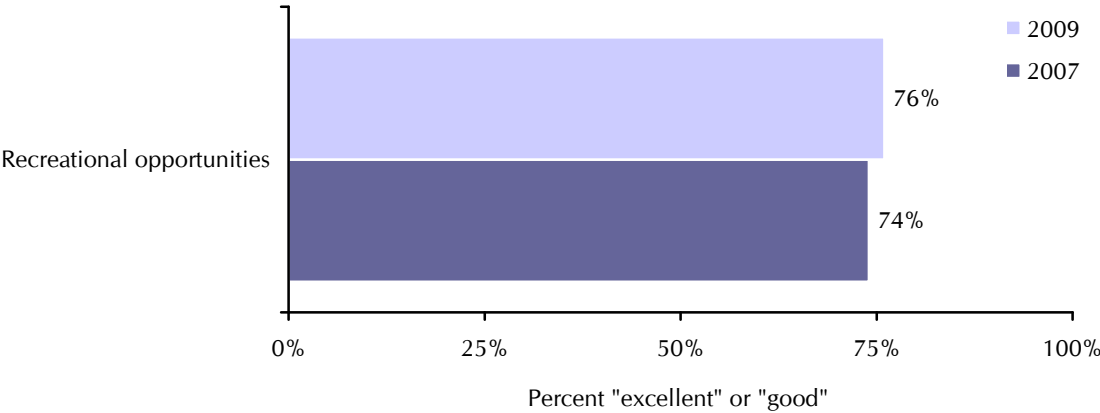


FIGURE 46: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Recreation opportunities	Above	Above

FIGURE 47: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

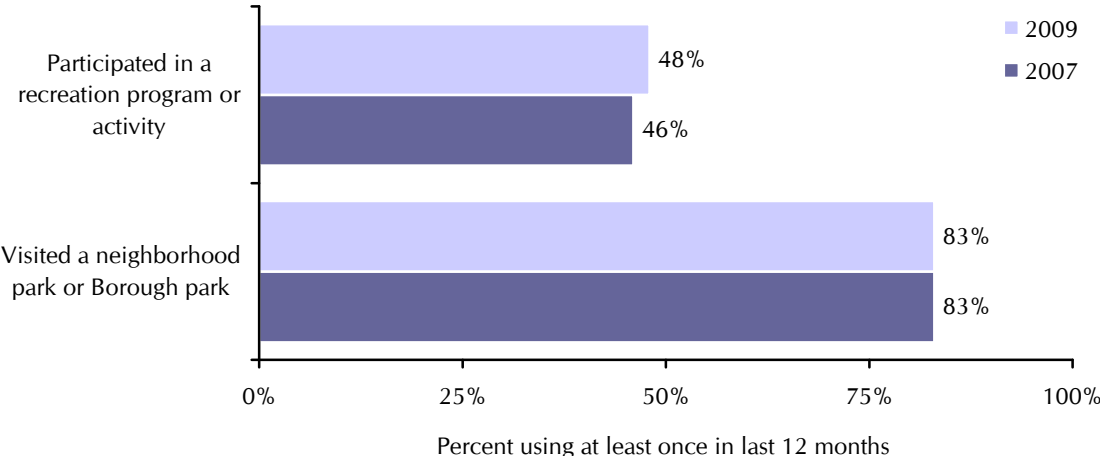


FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Participated in a recreation program or activity	Similar	Similar
Visited a neighborhood park or Borough park	Similar	Similar

FIGURE 49: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

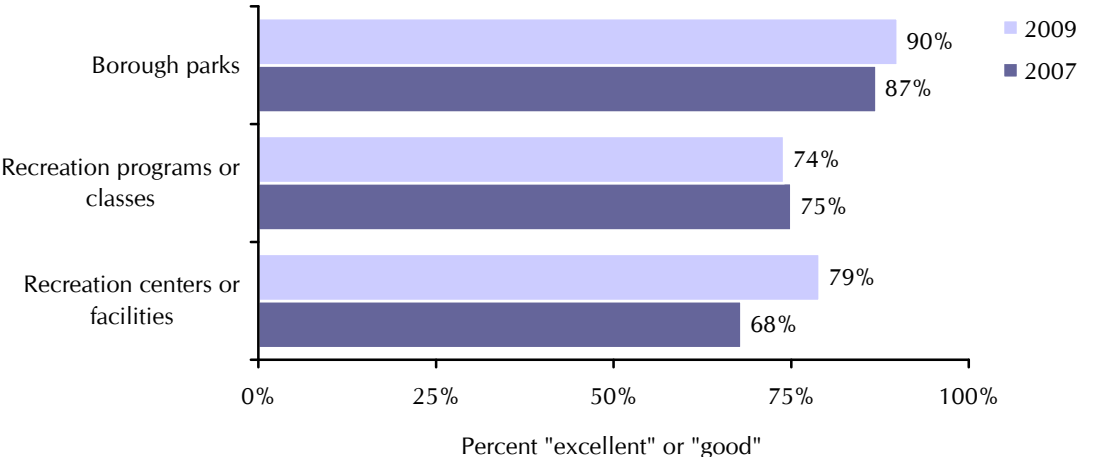


FIGURE 50: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Borough parks	Above	Above
Recreation programs or classes	Above	Similar
Recreation centers or facilities	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

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

Opportunities to attend cultural activities were rated as “excellent” or “good” by 64% of respondents. Educational opportunities were rated as “excellent” or “good” by 97% of respondents. Compared to the benchmark data, educational opportunities were above the average of comparison jurisdictions, as was cultural activity opportunities.

About 52% of State College residents used a Borough library at least once in the twelve months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 51: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

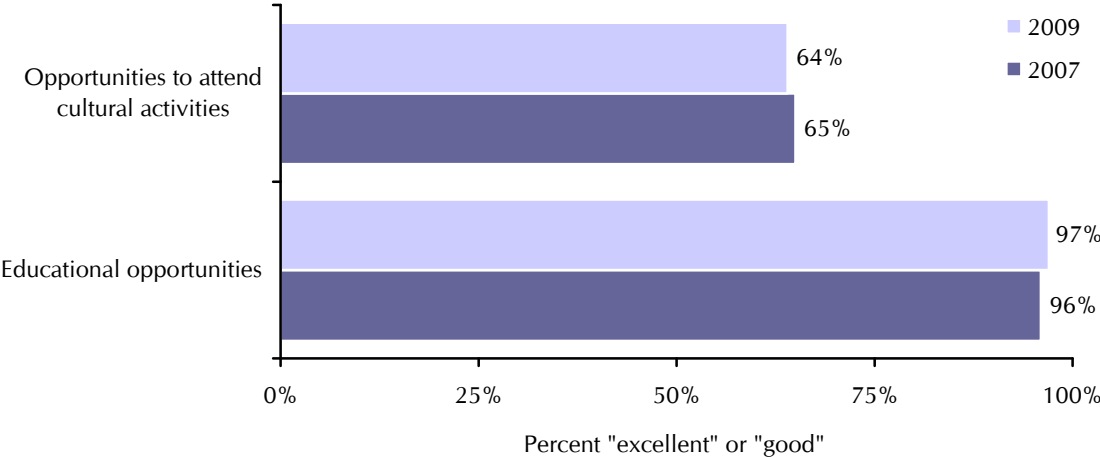


FIGURE 52: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Above	Above

FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

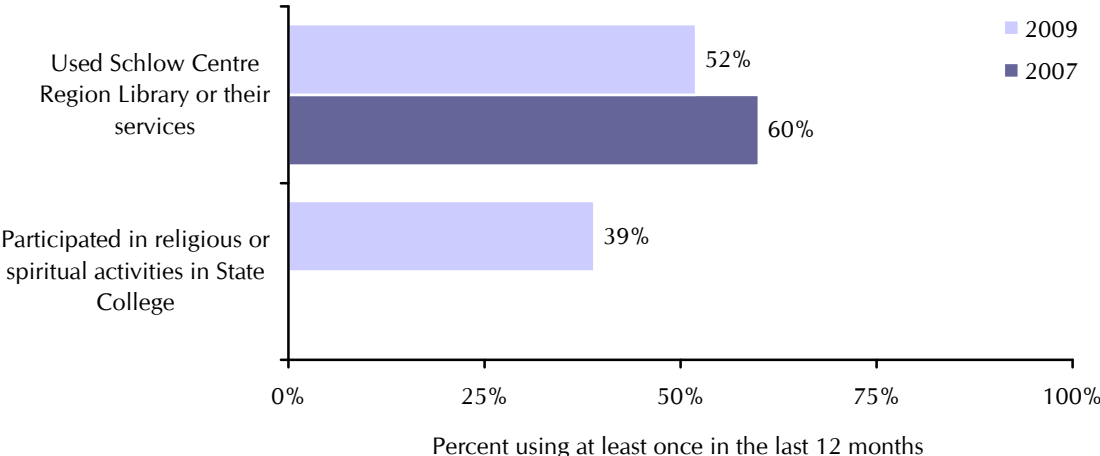


FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Used Schlow Centre Region Library or their services	Less	Less
Participated in religious or spiritual activities in State College	Less	Less

FIGURE 55: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

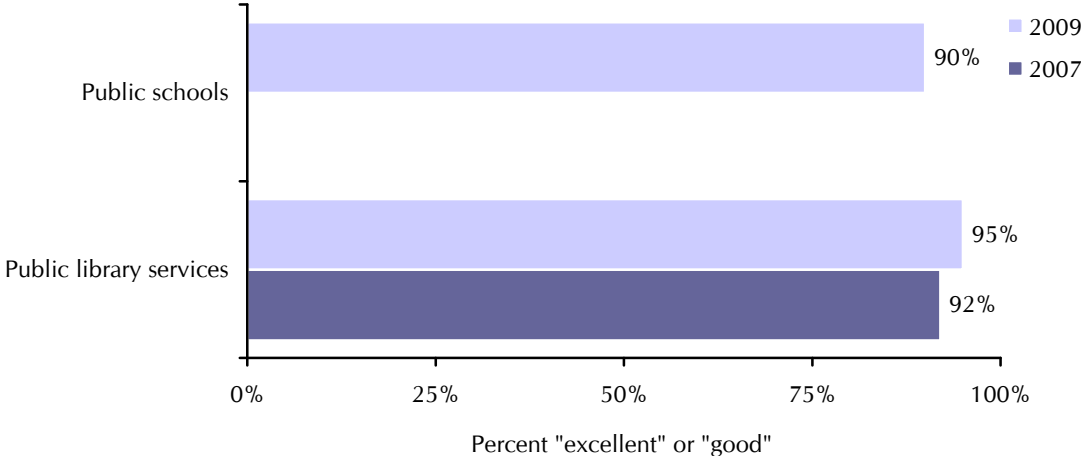


FIGURE 56: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Public schools	Above	Above
Public library services	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Health and Wellness

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

Residents of the Borough of State College were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the Borough of State College, while the availability of preventative health services and affordable quality health care were rated less favorably by residents.

Among State College residents, 58% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities and had increase over time.

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

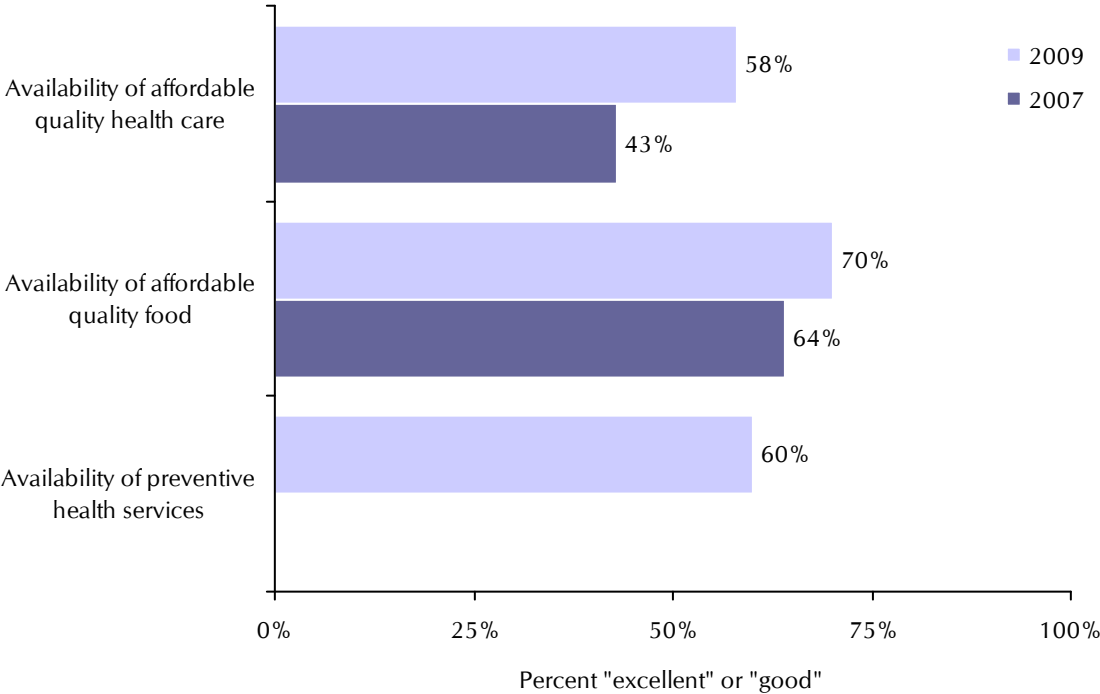


FIGURE 58: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Availability of affordable quality health care	Above	Above
Availability of affordable quality food	Above	Above
Availability of preventive health services	Above	Not available

The National Citizen Survey™ by National Research Center, Inc.

Health services offered in the Borough of State College were rated favorably when compared to other communities.

FIGURE 59: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

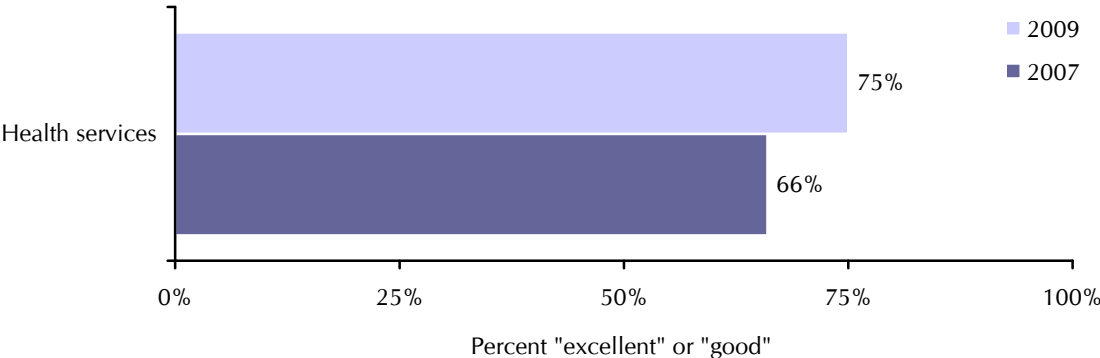


FIGURE 60: HEALTH AND WELLNESS SERVICES BENCHMARKS

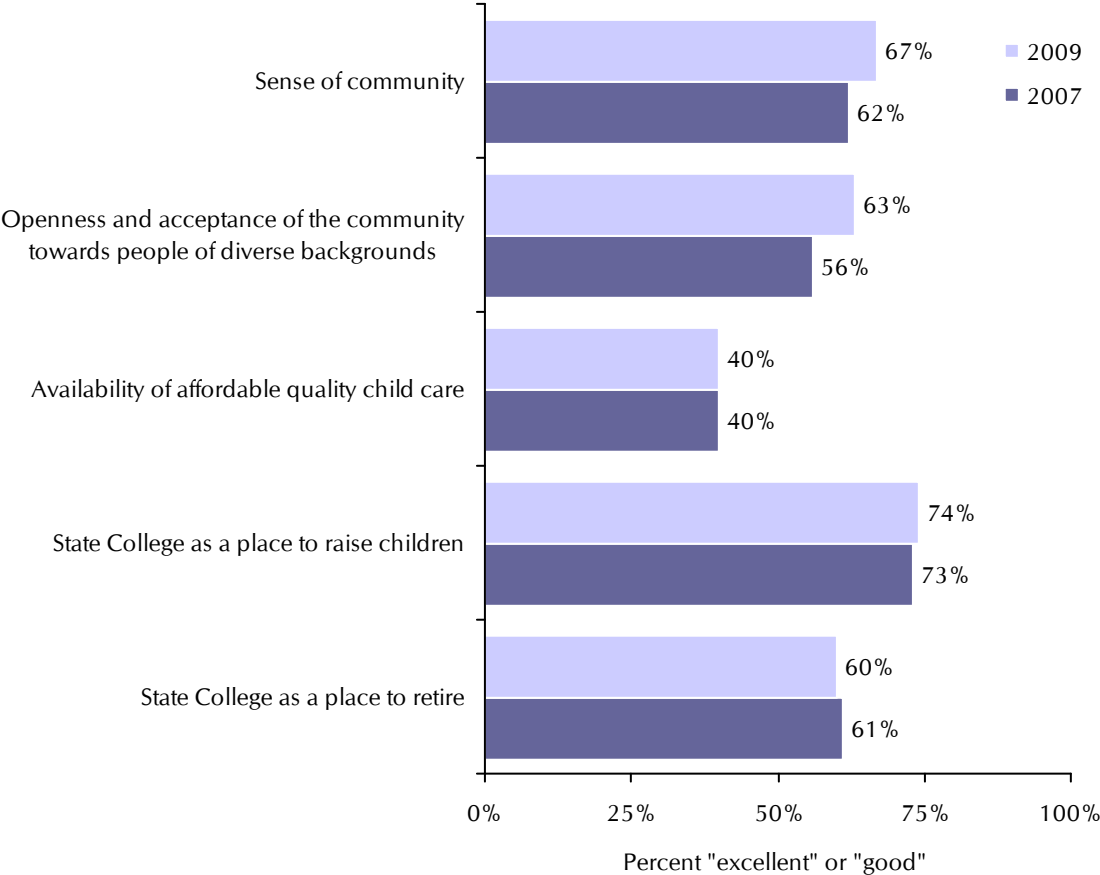
	National comparison	University communities with populations of 25,000-70,000 comparison)
Health services	Above	Above

COMMUNITY INCLUSIVENESS

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

A high percentage of residents rated the Borough of State College as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Many residents felt that the local sense of community was “excellent” or “good.” Many survey respondents felt the Borough of State College was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark.

FIGURE 61: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 62: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Sense of community	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Similar	Above
State College as a place to raise kids	Similar	Similar
State College as a place to retire	Similar	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 48% to 79% with ratings of “excellent” or “good.” Each of these services was above the benchmarks.

FIGURE 63: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

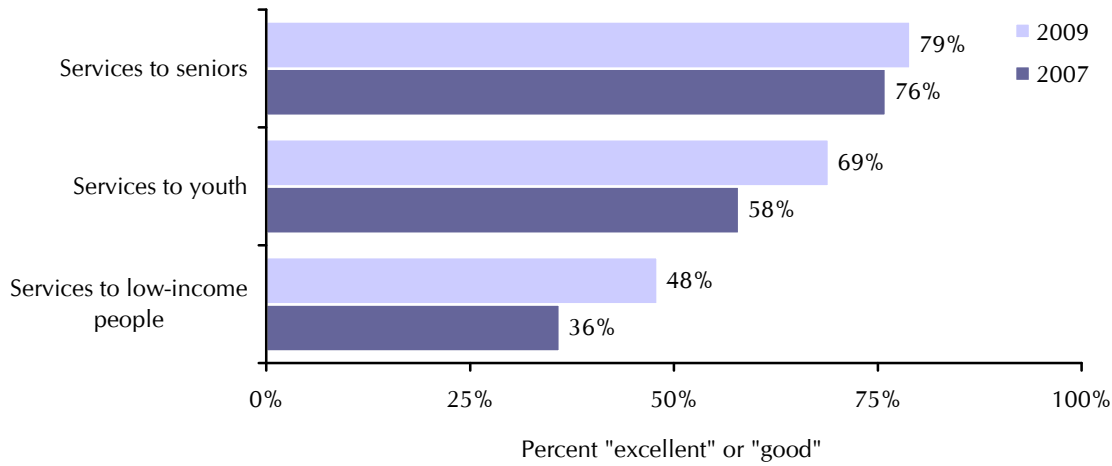


FIGURE 64: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Services to seniors	Above	Above
Services to youth	Above	Above
Services to low income residents	Above	Above

CIVIC ENGAGEMENT

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

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Borough of State College. Survey participants rated the volunteer opportunities in the Borough of State College favorably. Opportunities to attend or participate in community matters were rated less favorably.

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

FIGURE 65: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

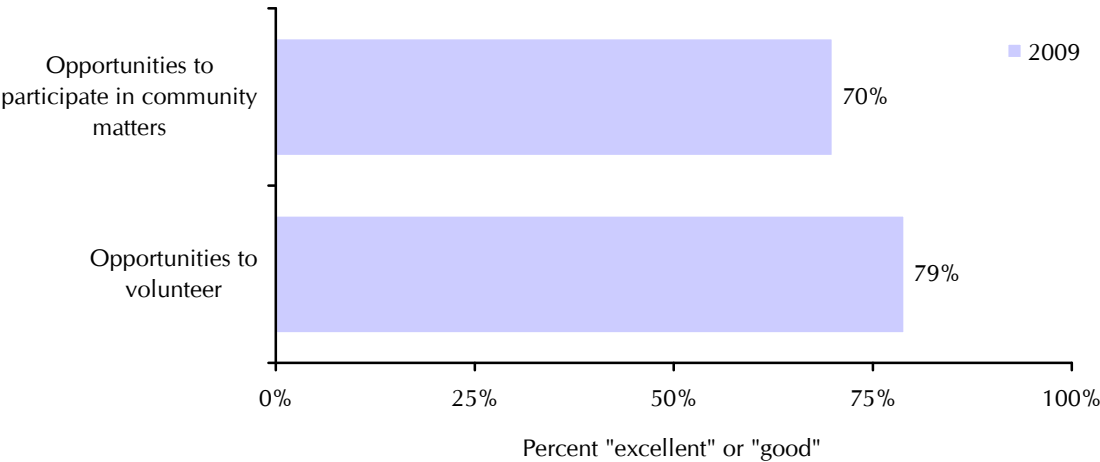


FIGURE 66: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Opportunities to participate in community matters	Above	Above
Opportunities to volunteer	Above	Above

The National Citizen Survey™ by National Research Center, Inc.

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Participation in a club or civic group showed higher rates of involvement; while Attendance of a meeting of local elected officials or other local public meeting, those who had watched a meeting of local elected officials or other local public meeting on cable television or provided help to a friend or neighbor showed lower rates of community engagement. Volunteerism was higher than the national comparison, and similar to that in communities included in the custom comparison.

FIGURE 67: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

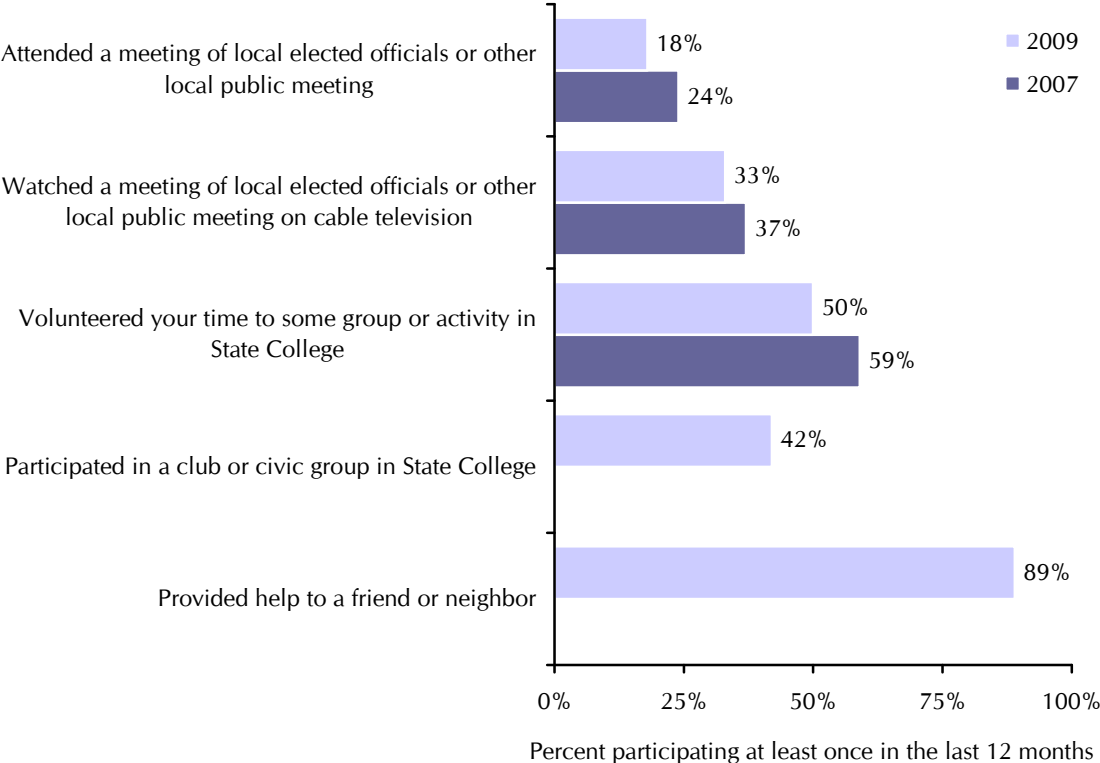


FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 (comparison)
Attended a meeting of local elected officials or other local public meeting	Less	Less
Watched a meeting of local elected officials or other local public meeting on cable television	Less	Less
Volunteered your time to some group or activity in State College	More	Similar
Participated in a club or civic group in State College	More	More
Provided help to a friend or neighbor	Less	Not available

The National Citizen Survey™ by National Research Center, Inc.

Borough of State College residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-two percent reported they were registered to vote and 86% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

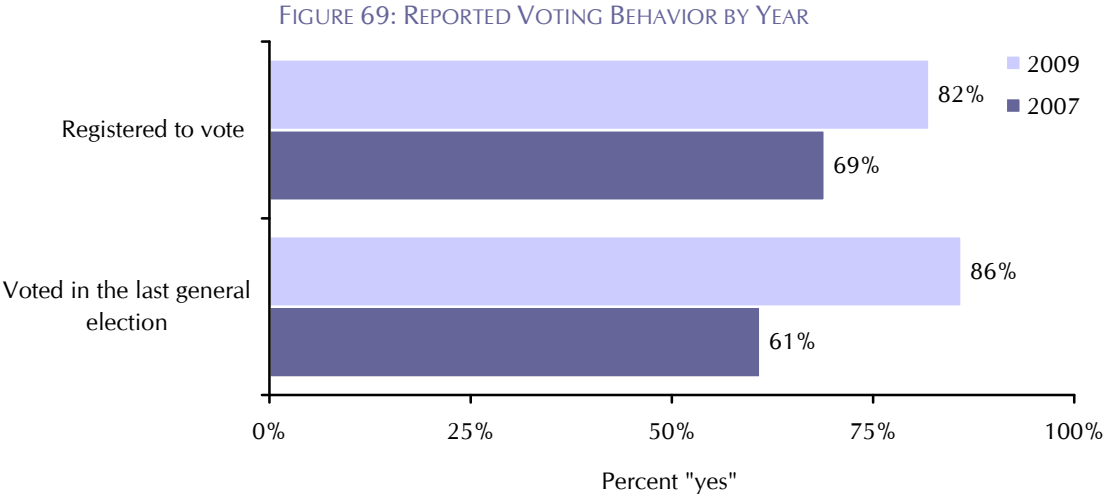


FIGURE 70: VOTING BEHAVIOR BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 (comparison)
Registered to vote	Less	Similar
Voted in last general election	More	More

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Borough of State College Web site in the previous 12 months, 54% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 71: USE OF INFORMATION SOURCES BY YEAR

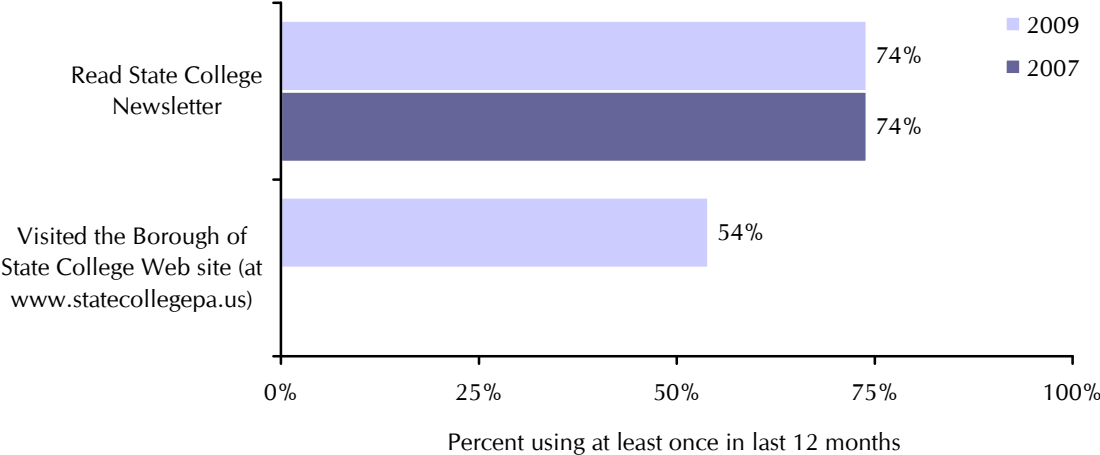


FIGURE 72: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Read State College Newsletter	Less	Similar
Visited the Borough of State College Web site	Less	Similar

FIGURE 73: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

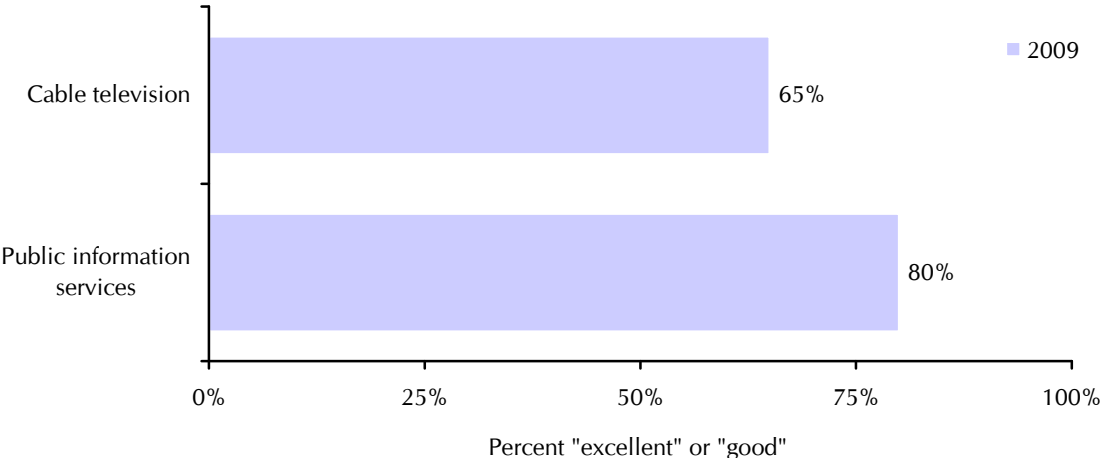


FIGURE 74: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Cable television	Above	Above
Public information services	Above	Above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 78% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 75: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

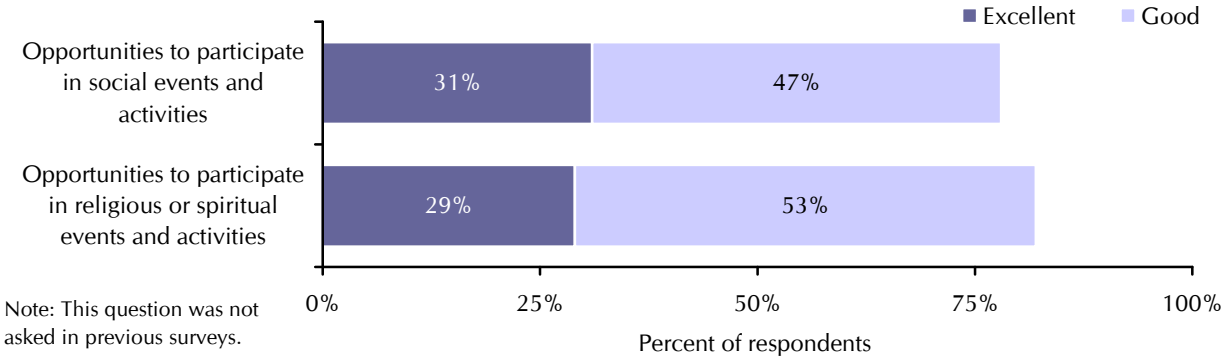
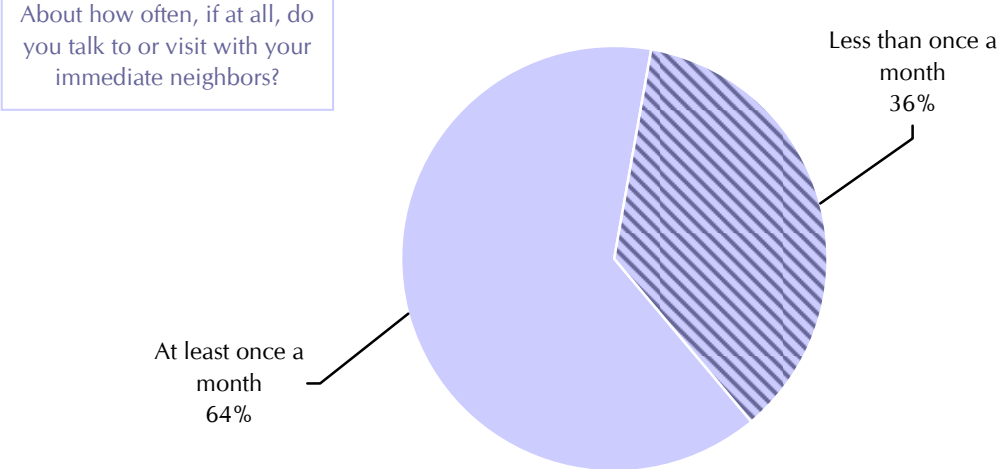


FIGURE 76: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Opportunities to participate in social events and activities	Above	Above
Opportunities to participate in religious or spiritual events	Above	Similar

Residents in State College reported a moderate amount of neighborliness. More than 64% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 77: CONTACT WITH IMMEDIATE NEIGHBORS



Note: This question was not asked in previous surveys.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

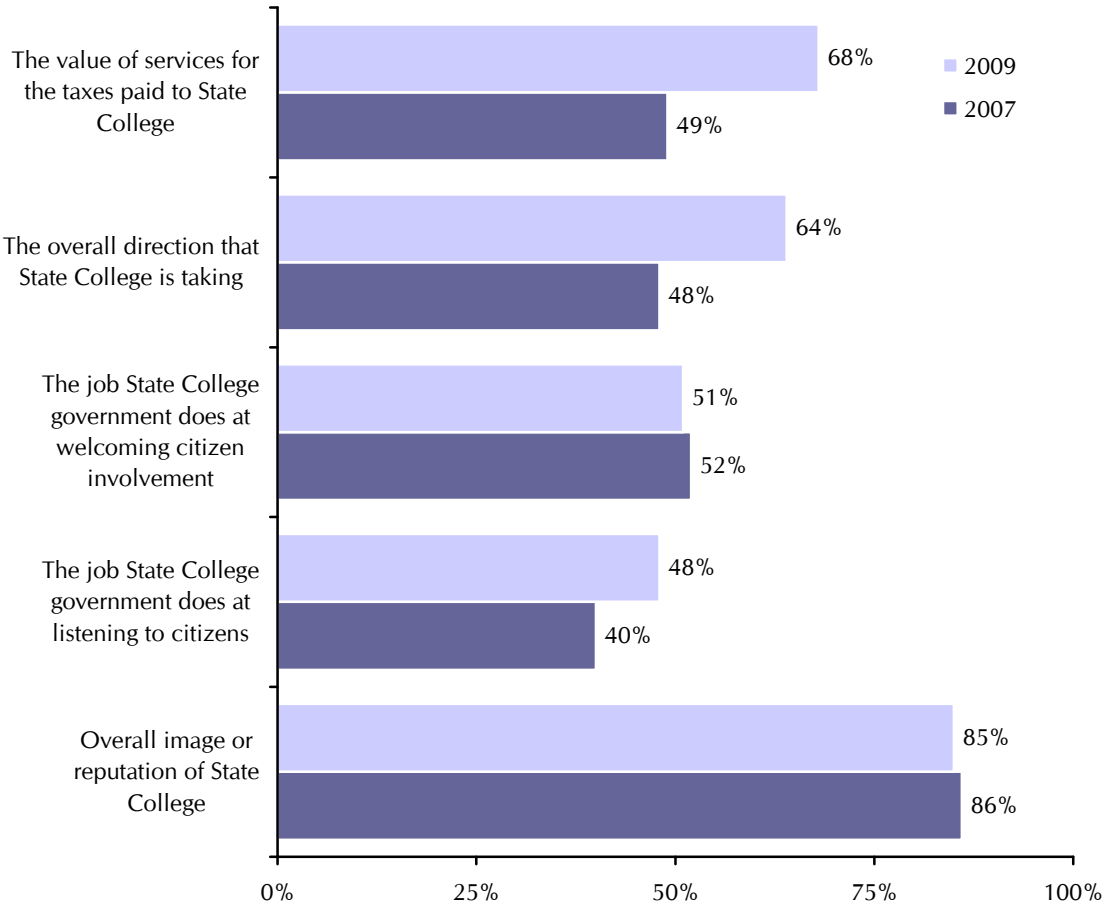
	National comparison	University communities with populations of 25,000-70,000 comparison)
Has contact with neighbors at least once per month	Less	Less

PUBLIC TRUST

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

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the Borough of State College does at listening to citizens, 48% rated it as "excellent" or "good." Of these five ratings, two were above the benchmark, two were similar to the benchmark and one was below the benchmark.

FIGURE 79: PUBLIC TRUST RATINGS BY YEAR



Note: In previous years, these questions were asked on an "agree/disagree" scale. Percent "excellent" or "good"

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 80: PUBLIC TRUST BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Value of services for the taxes paid to State College	Above	Above
The overall direction that State College is taking	Similar	Similar
Job State College government does at welcoming citizen involvement	Below	Below
Job State College government does at listening to citizens	Similar	Similar
Overall image or reputation of State College	Above	Above

On average, residents of the Borough of State College gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the Borough of State College was rated as “excellent” or “good” by 83% of survey participants. The Borough of State College’s rating was above the benchmark when compared to other communities. Ratings of overall Borough services have remained stable over the last two years.

FIGURE 81: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

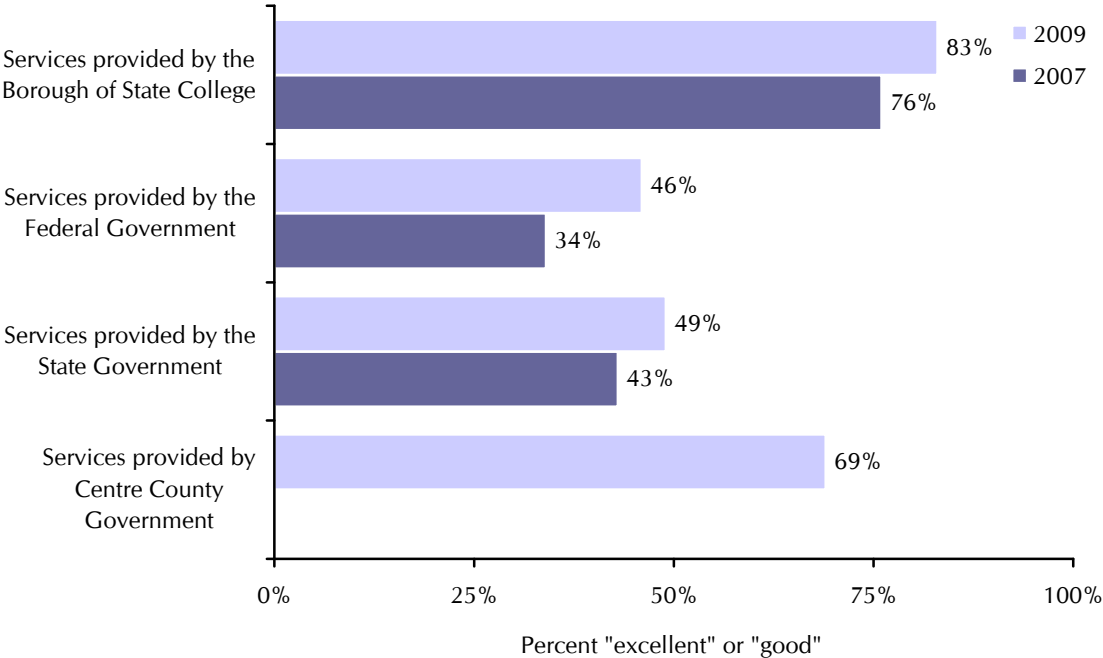


FIGURE 82: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Services provided by the Borough of State College	Above	Above
Services provided by the Federal Government	Above	Above
Services provided by the State Government	Above	Similar
Services provided by Centre County Government	Above	Above

Borough of State College Employees

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

Those completing the survey were asked if they had been in contact with a Borough employee either in-person or over the phone in the last 12 months; the 43% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Borough employees were rated highly; 81% of respondents rated their overall impression as “excellent” or “good.”

FIGURE 83: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH BOROUGH EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

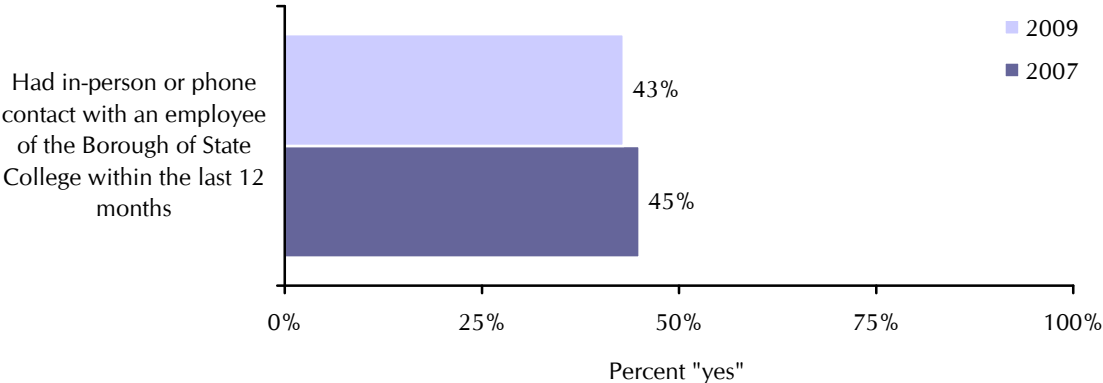


FIGURE 84: CONTACT WITH BOROUGH EMPLOYEES BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Had contact with borough employee(s) in last 12 months	Less	Less

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 85: RATINGS OF BOROUGH EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

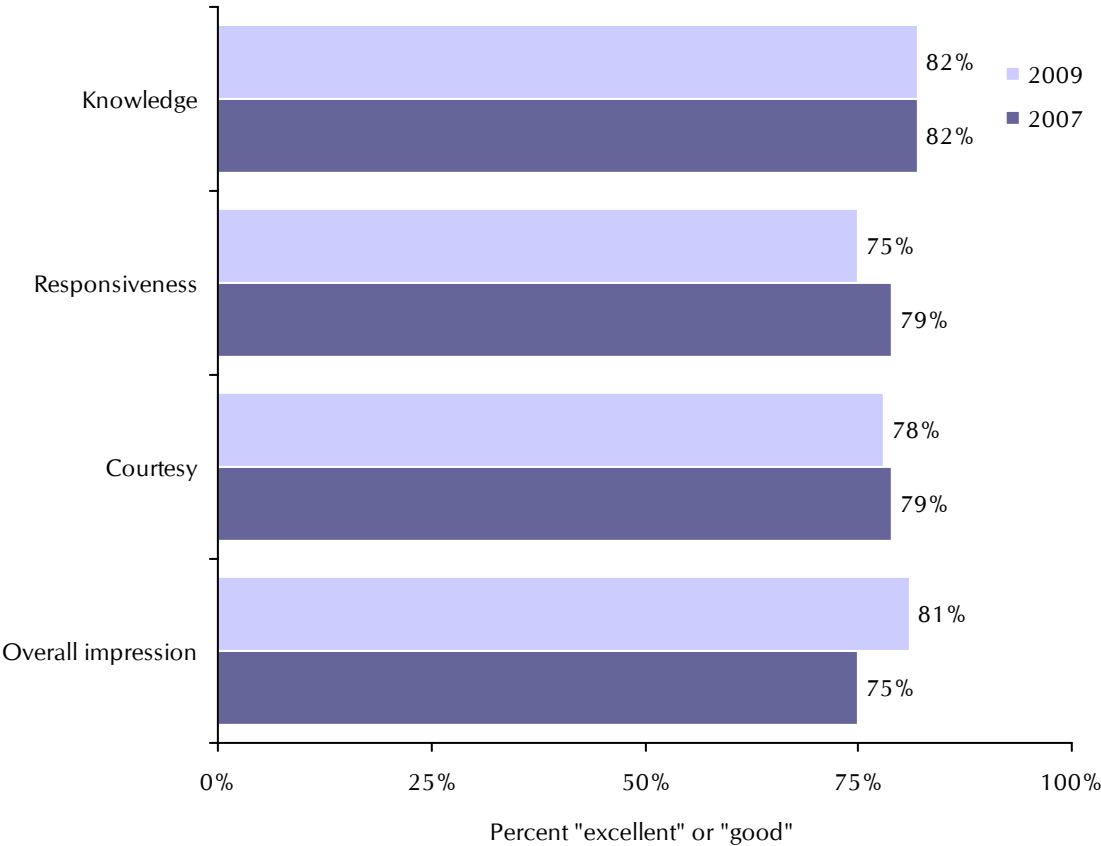


FIGURE 86: RATINGS OF BOROUGH EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	University communities with populations of 25,000-70,000 comparison)
Borough employee knowledge	Similar	Similar
Borough employee responsiveness	Similar	Similar
Borough employee courteousness	Similar	Similar
Overall impression	Similar	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

A Key Driver Analysis (KDA) was conducted for the Borough of State College by examining the relationships between ratings of each service and ratings of the Borough of State College's overall services. Those key driver services that correlated most highly with residents' perceptions about overall Borough service quality have been identified. By targeting improvements in key services, the Borough of State College can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

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

- Police services
- Health services
- Cable television

BOROUGH OF STATE COLLEGE ACTION CHART

The 2009 Borough of State College Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

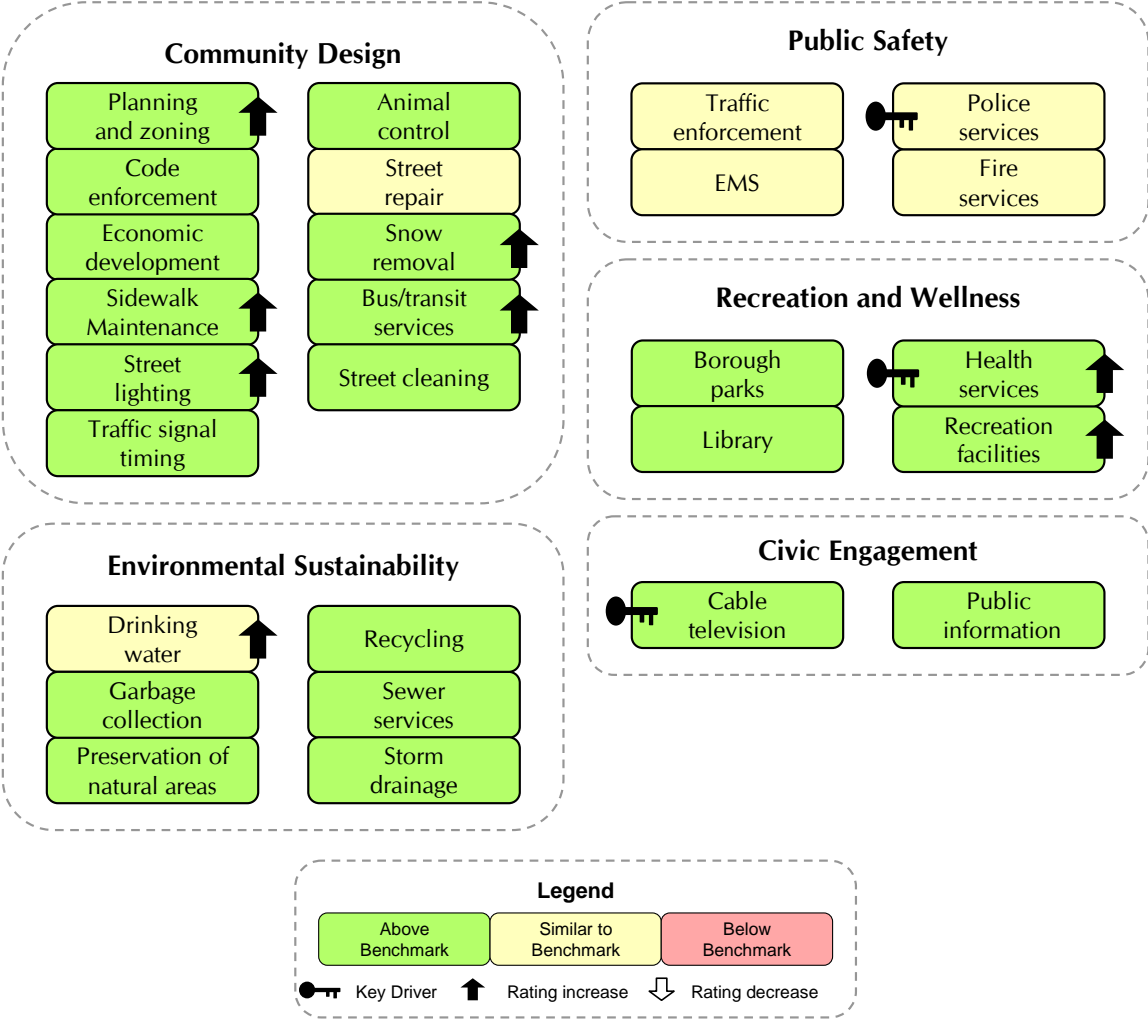
Twenty-seven services were included in the KDA for the Borough of State College. Of these, 21 were above the benchmark, none were below the benchmark and six were similar to the benchmark. Ratings for eight services were trending up. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of State College, no key drivers were below the benchmark or trending lower in the current survey. Therefore, State College may wish to seek improvements to police services, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

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

FIGURE 87: BOROUGH OF STATE COLLEGE ACTION CHART™

Overall Quality of Borough of State College Services



The National Citizen Survey™ by National Research Center, Inc.

Using Your Action Chart™

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

FIGURE 88: KEY DRIVERS COMPARED

Service	Borough of State College Key Drivers	National Key Drivers	Core Services
Cable television	✓		
Code enforcement			✓
Economic development		✓	
EMS			✓
Fire			✓
Garbage collection			✓
Health services	✓		
Land use planning and zoning		✓	
Police services	✓	✓	✓
Public information services		✓	
Public schools		✓	
Sewer			✓
Storm drainage			✓
Street repair			✓
Water			✓

POLICY QUESTIONS

“Don’t know” responses have been removed from the following questions.

Policy Question 1				
The Borough of State College, like many other communities, faces difficult choices in deciding how to allocate limited budget dollars. Borough Council wants your input in setting long-term budget priorities. Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Street tree planning and maintenance	18%	55%	27%	100%
Bike trail maintenance in the winter	13%	43%	45%	100%
The street repaving	32%	54%	14%	100%
The street sweeping	17%	52%	32%	100%
Snow removal	60%	35%	6%	100%
Promoting alternative forms of transportation, such as carpooling, CATA, bicycling and walking	52%	32%	17%	100%
The trash removal system	37%	53%	10%	100%
Nuisance order enforcement	19%	46%	35%	100%
The number of police officers	29%	46%	25%	100%
The fall leaf collection	9%	50%	41%	100%
Surveillance cameras in downtown	19%	33%	48%	100%
Funding of affordable housing in State College	45%	35%	20%	100%
Rental housing inspections	37%	43%	21%	100%
Library services	28%	51%	21%	100%
Park maintenance	19%	68%	13%	100%
Recreation programs at Borough parks	11%	50%	39%	100%
Fire services	65%	31%	5%	100%
Financial assistance to first time homebuyers	30%	36%	34%	100%
Financial assistance for the recruitment and expansion of existing business in the Borough	31%	42%	28%	100%
Efforts to attract more visitors to State College	18%	35%	47%	100%

Policy Question 2	
If budget shortfalls require a reduction of any of the services listed above, the Borough could consider preserving some services by increasing the real estate tax by \$30 per year for a home valued at \$200,000 (which has qualified for the Borough's homestead exclusion.) This would generate \$430,000 in one year. To what extent would you support or oppose this real estate tax increase?	Percent of respondents
Strongly support	30%
Somewhat support	39%
Somewhat oppose	15%
Strongly oppose	15%
Total	100%

Policy Question 3	
To what extent would you support or oppose increasing residential density in State College if it encourages a more walkable, affordable and sustainable community?	Percent of respondents
Strongly support	22%
Somewhat support	49%
Somewhat oppose	20%
Strongly oppose	9%
Total	100%

Policy Question 4	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
Yes	60%
No	40%
Total	100%

Policy Question 5	
Are you retired?	Percent of respondents
Yes	7%
No	93%
Total	100%

**APPENDIX A: COMPLETE SURVEY
FREQUENCIES**

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in State College:	Excellent	Good	Fair	Poor	Total
State College as a place to live	36%	50%	12%	1%	100%
Your neighborhood as a place to live	25%	49%	23%	4%	100%
State College as a place to raise children	29%	45%	19%	7%	100%
State College as a place to work	22%	46%	26%	6%	100%
State College as a place to retire	28%	32%	23%	17%	100%
The overall quality of life in State College	23%	63%	14%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to State College as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	19%	48%	26%	7%	100%
Openness and acceptance of the community towards people of diverse backgrounds	21%	43%	29%	7%	100%
Overall appearance of State College	23%	59%	15%	3%	100%
Cleanliness of State College	24%	61%	10%	5%	100%
Overall quality of new development in State College	15%	41%	40%	5%	100%
Variety of housing options	18%	37%	31%	14%	100%
Overall quality of business and service establishments in State College	11%	59%	26%	4%	100%
Shopping opportunities	8%	40%	32%	20%	100%
Opportunities to attend cultural activities	23%	41%	28%	9%	100%
Recreational opportunities	24%	52%	20%	4%	100%
Employment opportunities	12%	38%	33%	17%	100%
Educational opportunities	66%	30%	3%	1%	100%
Opportunities to participate in social events and activities	31%	47%	20%	2%	100%
Opportunities to participate in religious or spiritual events and activities	29%	53%	16%	2%	100%
Opportunities to volunteer	39%	41%	20%	1%	100%
Opportunities to participate in community matters	24%	46%	25%	5%	100%
Ease of car travel in State College	15%	42%	27%	15%	100%
Ease of bus travel in State College	23%	49%	21%	7%	100%
Ease of bicycle travel in State College	22%	41%	32%	5%	100%
Ease of walking in State College	44%	48%	6%	3%	100%
Availability of paths and walking trails	33%	43%	23%	1%	100%
Traffic flow on major streets	6%	36%	44%	14%	100%
Amount of public parking	13%	22%	30%	36%	100%
Availability of affordable quality housing	6%	25%	41%	28%	100%
Availability of affordable quality child care	11%	28%	40%	20%	100%
Availability of affordable quality health care	9%	49%	33%	9%	100%
Availability of affordable quality food	16%	54%	26%	4%	100%
Availability of preventive health services	13%	47%	32%	7%	100%
Air quality	32%	54%	12%	1%	100%
Quality of overall natural environment in State College	31%	50%	16%	3%	100%
Overall image or reputation of State College	31%	54%	12%	3%	100%
Appearance of Parks	34%	51%	15%	0%	100%
Range of park and recreation activities	25%	48%	24%	2%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in State College over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	3%	58%	36%	3%	100%
Retail growth (stores, restaurants, etc.)	4%	37%	46%	11%	2%	100%
Jobs growth	17%	53%	30%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in State College?	Percent of respondents
Not a problem	30%
Minor problem	58%
Moderate problem	11%
Major problem	1%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in State College:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	49%	38%	6%	7%	0%	100%
Property crimes (e.g., burglary, theft)	23%	44%	17%	13%	3%	100%
Environmental hazards, including toxic waste	61%	30%	6%	3%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	90%	9%	1%	0%	0%	100%
In your neighborhood after dark	39%	45%	5%	11%	1%	100%
In State College's downtown area during the day	83%	15%	1%	0%	1%	100%
In State College's downtown area after dark	29%	44%	11%	14%	2%	100%
In State College's parks during the day	76%	22%	1%	0%	0%	100%
In State College's parks after dark	22%	38%	20%	14%	6%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	86%
Yes	14%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	33%
Yes	67%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in State College?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Schlow Centre Region Library or their services	48%	21%	17%	5%	9%	100%
Participated in a recreation program or activity	52%	29%	13%	1%	5%	100%
Visited a neighborhood park or Borough park	17%	27%	38%	9%	9%	100%
Ridden a CATA bus within State College	15%	16%	19%	12%	37%	100%
Attended a meeting of local elected officials or other local public meeting	82%	13%	4%	1%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	67%	18%	11%	2%	2%	100%
Read a State College Newsletter	26%	33%	27%	5%	9%	100%
Visited the Borough of State College Web site (at www.statecollegepa.us)	46%	29%	22%	3%	1%	100%
Recycled used paper, cans or bottles from your home	11%	5%	8%	14%	63%	100%
Volunteered your time to some group or activity in State College	50%	14%	21%	5%	10%	100%
Participated in religious or spiritual activities in State College	61%	9%	11%	3%	16%	100%
Participated in a club or civic group in State College	58%	11%	12%	8%	11%	100%
Provided help to a friend or neighbor	11%	24%	38%	14%	12%	100%

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	12%
Several times a week	20%
Several times a month	20%
Once a month	12%
Several times a year	13%
Once a year or less	9%
Never	14%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in State College:	Excellent	Good	Fair	Poor	Total
Police services	28%	49%	16%	8%	100%
Fire services	42%	52%	6%	0%	100%
Ambulance or emergency medical services	39%	52%	8%	1%	100%
Crime prevention	20%	48%	24%	8%	100%
Fire prevention and education	25%	48%	21%	6%	100%
Traffic enforcement	17%	41%	32%	10%	100%
Street repair	9%	41%	34%	16%	100%
Street cleaning	25%	53%	19%	3%	100%
Street lighting	17%	51%	22%	10%	100%
Snow removal	26%	42%	19%	13%	100%
Sidewalk maintenance	16%	48%	25%	11%	100%
Traffic signal timing	12%	43%	29%	16%	100%
Bus or transit services	34%	53%	10%	3%	100%
Garbage collection	37%	51%	11%	1%	100%
Recycling	35%	43%	17%	5%	100%
Yard waste pick-up	33%	46%	19%	3%	100%
Storm drainage	21%	54%	23%	2%	100%
Drinking water	23%	43%	23%	11%	100%
Sewer services	33%	51%	15%	1%	100%
Borough parks	32%	58%	10%	0%	100%
Recreation programs or classes	22%	52%	25%	2%	100%
Recreation centers or facilities	21%	58%	18%	3%	100%
Land use, planning and zoning	11%	39%	43%	7%	100%
Code enforcement (weeds, abandoned buildings, etc)	14%	53%	32%	2%	100%
Animal control	34%	44%	19%	3%	100%
Economic development	11%	51%	29%	9%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in State College:	Excellent	Good	Fair	Poor	Total
Health services	19%	56%	22%	3%	100%
Services to seniors	30%	50%	20%	1%	100%
Services to youth	20%	49%	25%	6%	100%
Services to low-income people	11%	37%	32%	19%	100%
Public library services	45%	50%	4%	1%	100%
Public information services	20%	60%	18%	2%	100%
Public schools	43%	47%	10%	0%	100%
Cable television	15%	50%	24%	11%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	40%	27%	18%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	17%	44%	29%	9%	100%

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The Borough of State College	20%	63%	15%	2%	100%
The Federal Government	3%	44%	46%	8%	100%
The State Government	2%	47%	43%	8%	100%
Centre County Government	7%	62%	30%	0%	100%

Question 13: Contact with Borough Employees	
Have you had any in-person or phone contact with an employee of the Borough of State College within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	57%
Yes	43%
Total	100%

Question 14: Borough Employees					
What was your impression of the employee(s) of the Borough of State College in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	27%	56%	10%	8%	100%
Responsiveness	30%	45%	20%	5%	100%
Courtesy	37%	41%	11%	11%	100%
Overall impression	28%	52%	10%	9%	100%

Question 15: Government Performance					
Please rate the following categories of State College government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to State College	12%	56%	24%	7%	100%
The overall direction that State College is taking	4%	60%	27%	8%	100%
The job State College government does at welcoming citizen involvement	12%	39%	37%	12%	100%
The job State College government does at listening to citizens	11%	37%	37%	15%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in State College to someone who asks	38%	43%	10%	9%	100%
Remain in State College for the next five years	23%	21%	15%	41%	100%

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	0%
Somewhat positive	3%
Neutral	49%
Somewhat negative	43%
Very negative	5%
Total	100%

Question 18a: Policy Question 1				
The Borough of State College, like many other communities, faces difficult choices in deciding how to allocate limited budget dollars. Borough Council wants your input in setting long-term budget priorities. Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority	Medium priority	Lowest priority	Total
Street tree planning and maintenance	18%	55%	27%	100%
Bike trail maintenance in the winter	13%	43%	45%	100%
The street repaving	32%	54%	14%	100%
The street sweeping	17%	52%	32%	100%
Snow removal	60%	35%	6%	100%
Promoting alternative forms of transportation, such as carpooling, CATA, bicycling and walking	52%	32%	17%	100%
The trash removal system	37%	53%	10%	100%
Nuisance order enforcement	19%	46%	35%	100%
The number of police officers	29%	46%	25%	100%
The fall leaf collection	9%	50%	41%	100%
Surveillance cameras in downtown	19%	33%	48%	100%
Funding of affordable housing in State College	45%	35%	20%	100%
Rental housing inspections	37%	43%	21%	100%
Library services	28%	51%	21%	100%
Park maintenance	19%	68%	13%	100%
Recreation programs at Borough parks	11%	50%	39%	100%
Fire services	65%	31%	5%	100%
Financial assistance to first time homebuyers	30%	36%	34%	100%
Financial assistance for the recruitment and expansion of existing business in the Borough	31%	42%	28%	100%
Efforts to attract more visitors to State College	18%	35%	47%	100%

Question 18b: Policy Question 2	
If budget shortfalls require a reduction of any of the services listed above, the Borough could consider preserving some services by increasing the real estate tax by \$30 per year for a home valued at \$200,000 (which has qualified for the Borough's homestead exclusion). This would generate \$430,000 in one year. To what extent would you support or oppose this real estate tax increase?	Percent of respondents
Strongly support	30%
Somewhat support	39%
Somewhat oppose	15%
Strongly oppose	15%
Total	100%

Question 18c: Policy Question 3	
To what extent would you support or oppose increasing residential density in State College if it encourages a more walkable, affordable and sustainable community?	Percent of respondents
Strongly support	22%
Somewhat support	49%
Somewhat oppose	20%
Strongly oppose	9%
Total	100%

Question 18d: Policy Question 4	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
Yes	60%
No	40%
Total	100%

Question 18e: Policy Question 5	
Are you retired?	Percent of respondents
Yes	7%
No	93%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	34%
Yes, full-time	34%
Yes, part-time	32%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	38%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	13%
Walk	30%
Bicycle	6%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in State College?	Percent of respondents
Less than 2 years	25%
2 to 5 years	43%
6 to 10 years	12%
11 to 20 years	7%
More than 20 years	12%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	24%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	64%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	80%
Owned by you or someone in this house with a mortgage or free and clear	20%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	1%
\$300 to \$599 per month	28%
\$600 to \$999 per month	48%
\$1,000 to \$1,499 per month	13%
\$1,500 to \$2,499 per month	9%
\$2,500 or more per month	1%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	55%
\$25,000 to \$49,999	22%
\$50,000 to \$99,999	14%
\$100,000 to \$149,000	5%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	99%
Yes, I consider myself to be Spanish, Hispanic or Latino	1%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	0%
Asian, Asian Indian or Pacific Islander	10%
Black or African American	2%
White	87%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	52%
25 to 34 years	28%
35 to 44 years	5%
45 to 54 years	6%
55 to 64 years	3%
65 to 74 years	3%
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	48%
Male	52%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	77%
Ineligible to vote	6%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	78%
Ineligible to vote	9%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

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

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in State College:	Excellent		Good		Fair		Poor		Don't know		Total	
	State College as a place to live	36%	104	50%	145	12%	34	1%	4	0%	0	100%
Your neighborhood as a place to live	25%	71	49%	141	23%	66	4%	10	0%	0	100%	287
State College as a place to raise children	22%	64	35%	99	15%	43	5%	15	23%	66	100%	287
State College as a place to work	20%	58	42%	120	23%	67	5%	15	9%	27	100%	287
State College as a place to retire	20%	58	23%	67	17%	48	12%	35	27%	76	100%	283
The overall quality of life in State College	23%	65	63%	179	14%	39	1%	2	0%	0	100%	286

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to State College as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	19%	53	46%	131	25%	72	6%	18	4%	10	100%
Openness and acceptance of the community towards people of diverse backgrounds	20%	57	41%	118	28%	81	7%	19	3%	10	100%	285
Overall appearance of State College	23%	64	59%	168	15%	44	3%	9	0%	0	100%	286
Cleanliness of State College	24%	68	61%	175	10%	27	5%	15	0%	0	100%	285
Overall quality of new development in State College	13%	37	36%	101	35%	99	4%	12	12%	34	100%	283
Variety of housing options	17%	48	35%	99	30%	84	14%	39	4%	12	100%	281
Overall quality of business and service establishments in State College	11%	33	59%	168	26%	75	3%	10	0%	1	100%	286
Shopping opportunities	8%	24	40%	113	31%	89	20%	56	1%	2	100%	283
Opportunities to attend cultural activities	22%	63	40%	114	27%	76	9%	25	2%	5	100%	282
Recreational opportunities	23%	67	50%	143	19%	54	4%	12	3%	9	100%	286
Employment opportunities	11%	31	34%	98	30%	86	15%	44	9%	27	100%	286
Educational opportunities	64%	182	29%	83	3%	7	1%	2	3%	9	100%	283

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to State College as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	29%	83	45%	127	19%	54	2%	5	5%	14	100%
Opportunities to participate in religious or spiritual events and activities	23%	67	44%	125	13%	38	2%	5	18%	51	100%	285
Opportunities to volunteer	31%	90	33%	94	16%	46	1%	3	19%	53	100%	286
Opportunities to participate in community matters	18%	51	36%	101	20%	56	4%	10	23%	66	100%	285
Ease of car travel in State College	15%	42	41%	115	26%	73	15%	41	4%	13	100%	284
Ease of bus travel in State College	21%	60	45%	127	19%	54	6%	18	9%	25	100%	284
Ease of bicycle travel in State College	17%	49	32%	91	26%	73	4%	11	21%	60	100%	284
Ease of walking in State College	44%	123	48%	135	6%	17	3%	7	0%	1	100%	284
Availability of paths and walking trails	32%	91	41%	118	22%	63	1%	4	4%	11	100%	286
Traffic flow on major streets	6%	16	35%	100	44%	125	14%	40	1%	3	100%	285
Amount of public parking	12%	35	21%	60	29%	82	35%	98	3%	9	100%	285
Availability of affordable quality housing	6%	16	23%	67	38%	108	26%	75	7%	19	100%	286
Availability of affordable quality child care	3%	8	7%	20	10%	28	5%	14	75%	211	100%	281
Availability of affordable quality health care	5%	15	30%	84	20%	57	5%	15	40%	113	100%	285
Availability of affordable quality food	16%	45	54%	154	26%	75	4%	11	1%	2	100%	286
Availability of preventive health services	8%	23	30%	84	21%	58	4%	13	37%	104	100%	282
Air quality	31%	88	52%	148	12%	33	1%	3	4%	13	100%	285
Quality of overall natural environment in State College	31%	88	50%	142	16%	47	3%	7	0%	1	100%	286
Overall image or reputation of State College	30%	87	53%	152	12%	35	3%	8	2%	5	100%	286
Appearance of Parks	32%	92	48%	138	14%	40	0%	0	5%	16	100%	286
Range of park and recreation activities	22%	63	42%	122	21%	61	2%	6	12%	36	100%	287

Question 3: Growth														
Please rate the speed of growth in the following categories in State College over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	2%	5	39%	111	24%	69	2%	6	33%	92	100%
Retail growth (stores, restaurants, etc.)	3%	8	31%	88	38%	108	10%	27	2%	5	16%	46	100%	282
Jobs growth	11%	30	33%	94	19%	53	0%	0	0%	0	37%	106	100%	283

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in State College?	Percent of respondents	Count
Not a problem	28%	80
Minor problem	54%	154
Moderate problem	10%	30
Major problem	1%	2
Don't know	7%	19
Total	100%	285

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in State College:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	49%	139	38%	109	6%	16	7%	21	0%	1	0%	0	100%
Property crimes (e.g., burglary, theft)	23%	65	44%	126	17%	48	13%	37	3%	8	0%	0	100%	286
Environmental hazards, including toxic waste	57%	163	28%	80	6%	17	3%	8	0%	1	6%	17	100%	286

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	89%	255	9%	25	1%	2	0%	0	0%	0	1%	3	100%
In your neighborhood after dark	39%	110	45%	129	5%	13	11%	31	1%	2	0%	0	100%	285
In State College's downtown area during the day	83%	237	15%	44	1%	2	0%	0	1%	2	0%	0	100%	285
In State College's downtown area after dark	28%	80	44%	124	11%	31	14%	39	2%	6	1%	4	100%	285
In State College's parks during the day	69%	196	19%	55	1%	4	0%	1	0%	1	10%	28	100%	285
In State College's parks after dark	16%	46	28%	79	15%	43	11%	30	4%	12	26%	75	100%	285

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	85%	241
Yes	14%	39
Don't know	2%	4
Total	100%	285

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	32%	13
Yes	64%	26
Don't know	4%	2
Total	100%	41

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in State College?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Schlow Centre Region Library or their services	48%	137	21%	61	17%	47	5%	15	9%	25	100%
Participated in a recreation program or activity	52%	148	29%	84	13%	36	1%	2	5%	15	100%	285
Visited a neighborhood park or Borough park	17%	48	27%	78	38%	108	9%	26	9%	25	100%	285
Ridden a CATA bus within State College	15%	43	16%	46	19%	55	12%	35	37%	105	100%	284
Attended a meeting of local elected officials or other local public meeting	82%	233	13%	36	4%	11	1%	3	1%	3	100%	285
Watched a meeting of local elected officials or other local public meeting on cable television	67%	190	18%	51	11%	30	2%	7	2%	6	100%	284
Read a State College Newsletter	26%	74	33%	94	27%	78	5%	13	9%	25	100%	284
Visited the Borough of State College Web site (at www.statecollegepa.us)	46%	130	29%	81	22%	61	3%	8	1%	2	100%	282
Recycled used paper, cans or bottles from your home	11%	31	5%	14	8%	22	14%	39	63%	179	100%	285
Volunteered your time to some group or activity in State College	50%	143	14%	38	21%	60	5%	14	10%	27	100%	282
Participated in religious or spiritual activities in State College	61%	175	9%	25	11%	32	3%	8	16%	45	100%	285
Participated in a club or civic group in State College	58%	165	11%	32	12%	34	8%	22	11%	30	100%	283
Provided help to a friend or neighbor	11%	31	24%	68	38%	110	14%	41	12%	35	100%	286

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	12%	35
Several times a week	20%	57
Several times a month	20%	56
Once a month	12%	34
Several times a year	13%	36
Once a year or less	9%	27
Never	14%	41
Total	100%	285

Question 11: Service Quality												
Please rate the quality of each of the following services in State College:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	25%	70	43%	122	14%	39	7%	20	12%	33	100%
Fire services	31%	88	38%	109	4%	12	0%	0	27%	76	100%	284
Ambulance or emergency medical services	27%	76	35%	99	5%	15	1%	2	32%	91	100%	282
Crime prevention	16%	45	39%	110	20%	55	7%	19	18%	51	100%	280
Fire prevention and education	14%	40	27%	74	12%	33	3%	9	44%	124	100%	279
Traffic enforcement	15%	42	36%	101	28%	78	9%	24	12%	34	100%	279
Street repair	8%	24	40%	112	33%	94	15%	43	3%	8	100%	281
Street cleaning	25%	69	52%	145	18%	51	3%	9	1%	4	100%	278
Street lighting	16%	47	50%	143	22%	62	9%	26	2%	6	100%	284
Snow removal	26%	72	42%	117	19%	53	13%	36	1%	3	100%	280
Sidewalk maintenance	16%	46	47%	133	25%	71	11%	30	1%	2	100%	282
Traffic signal timing	11%	32	43%	121	28%	80	16%	45	1%	3	100%	282
Bus or transit services	31%	87	49%	134	9%	26	3%	7	8%	23	100%	277
Garbage collection	34%	96	46%	131	10%	28	1%	3	9%	26	100%	283
Recycling	34%	95	40%	115	16%	46	5%	13	5%	15	100%	284

Question 11: Service Quality												
Please rate the quality of each of the following services in State College:	Excellent		Good		Fair		Poor		Don't know		Total	
	Yard waste pick-up	18%	51	26%	71	10%	29	2%	5	44%	121	100%
Storm drainage	17%	49	43%	122	18%	51	2%	5	19%	55	100%	283
Drinking water	22%	63	41%	116	22%	63	11%	31	3%	10	100%	283
Sewer services	26%	72	40%	113	12%	34	1%	3	22%	61	100%	284
Borough parks	28%	79	52%	145	9%	24	0%	0	12%	33	100%	281
Recreation programs or classes	13%	35	30%	84	14%	40	1%	3	43%	120	100%	281
Recreation centers or facilities	13%	36	35%	100	11%	31	2%	4	39%	109	100%	280
Land use, planning and zoning	7%	20	25%	68	27%	76	4%	12	37%	102	100%	278
Code enforcement (weeds, abandoned buildings, etc)	9%	26	35%	99	21%	59	1%	4	34%	96	100%	284
Animal control	22%	61	28%	79	12%	35	2%	6	36%	101	100%	283
Economic development	9%	24	39%	110	22%	62	7%	19	24%	68	100%	284
Health services	15%	42	44%	126	17%	49	3%	7	21%	59	100%	284
Services to seniors	9%	25	15%	41	6%	16	0%	1	71%	200	100%	283
Services to youth	9%	25	22%	62	11%	32	3%	7	56%	158	100%	284
Services to low-income people	4%	12	15%	41	13%	35	8%	21	61%	170	100%	279
Public library services	37%	103	41%	115	3%	10	0%	1	18%	51	100%	281
Public information services	13%	38	40%	111	12%	33	1%	4	34%	94	100%	281
Public schools	24%	68	26%	73	6%	16	0%	0	45%	126	100%	282
Cable television	14%	39	46%	129	22%	62	10%	29	9%	25	100%	283
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	19	18%	50	12%	33	8%	23	56%	158	100%	283
Preservation of natural areas such as open space, farmlands and greenbelts	14%	38	35%	100	23%	66	7%	21	21%	58	100%	283

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The Borough of State College	18%	49	55%	154	13%	37	2%	5	12%	35	100%
The Federal Government	2%	6	34%	96	36%	101	6%	17	22%	60	100%	280
The State Government	2%	4	38%	106	35%	97	7%	19	19%	54	100%	280
Centre County Government	5%	15	47%	131	23%	64	0%	1	25%	69	100%	280

Question 13: Contact with Borough Employees		
Have you had any in-person or phone contact with an employee of the Borough of State College within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	57%	159
Yes	43%	121
Total	100%	280

Question 14: Borough Employees												
What was your impression of the employee(s) of the Borough of State College in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	26%	33	55%	69	10%	13	8%	10	2%	2	100%
Responsiveness	30%	38	44%	57	19%	25	5%	6	2%	2	100%	129
Courtesy	36%	47	40%	51	11%	14	11%	14	2%	2	100%	129
Overall impression	28%	36	52%	66	10%	13	9%	11	1%	2	100%	129

Question 15: Government Performance												
Please rate the following categories of State College government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to State College	9%	25	40%	114	18%	50	5%	15	28%	79	100%
The overall direction that State College is taking	4%	10	51%	145	23%	66	7%	20	15%	42	100%	284
The job State College government does at welcoming citizen involvement	9%	25	28%	79	27%	74	9%	25	28%	78	100%	281
The job State College government does at listening to citizens	7%	19	23%	64	23%	64	9%	26	38%	109	100%	283

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in State College to someone who asks	38%	106	43%	120	10%	28	9%	26	0%	1	100%
Remain in State College for the next five years	23%	65	20%	58	14%	40	40%	114	2%	7	100%	284

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	0%	0
Somewhat positive	3%	7
Neutral	49%	134
Somewhat negative	43%	119
Very negative	5%	15
Total	100%	275

Question 18a: Policy Question 1										
The Borough of State College, like many other communities, faces difficult choices in deciding how to allocate limited budget dollars. Borough Council wants your input in setting long-term budget priorities. Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?	Highest priority		Medium priority		Lowest priority		Don't know		Total	
	Street tree planning and maintenance	18%	49	54%	152	26%	73	2%	5	100%
Bike trail maintenance in the winter	12%	35	41%	116	43%	121	4%	10	100%	281
The street repaving	31%	86	53%	148	14%	39	3%	9	100%	282
The street sweeping	16%	46	50%	142	31%	87	3%	9	100%	283
Snow removal	59%	167	34%	97	5%	15	1%	3	100%	282
Promoting alternative forms of transportation, such as carpooling, CATA, bicycling and walking	51%	144	31%	87	16%	46	2%	5	100%	282
The trash removal system	35%	99	50%	141	9%	27	5%	15	100%	281
Nuisance order enforcement	17%	49	41%	117	31%	89	10%	27	100%	283
The number of police officers	27%	77	44%	123	23%	66	6%	18	100%	284
The fall leaf collection	9%	25	48%	135	39%	111	4%	12	100%	283
Surveillance cameras in downtown	19%	53	32%	90	47%	132	3%	9	100%	283
Funding of affordable housing in State College	42%	119	33%	93	19%	54	5%	15	100%	282
Rental housing inspections	35%	100	41%	117	20%	56	4%	10	100%	283
Library services	27%	78	49%	140	20%	58	3%	8	100%	284
Park maintenance	19%	53	66%	187	13%	37	2%	7	100%	284
Recreation programs at Borough parks	10%	29	46%	130	35%	100	9%	25	100%	283
Fire services	60%	171	29%	81	5%	13	6%	18	100%	283
Financial assistance to first time homebuyers	27%	75	33%	92	31%	87	10%	27	100%	282
Financial assistance for the recruitment and expansion of existing business in the Borough	28%	79	38%	108	25%	71	9%	26	100%	284
Efforts to attract more visitors to State College	18%	50	34%	97	45%	128	3%	8	100%	284

Question 18b: Policy Question 2		
If budget shortfalls require a reduction of any of the services listed above, the Borough could consider preserving some services by increasing the real estate tax by \$30 per year for a home valued at \$200,000 (which has qualified for the Borough's homestead exclusion). This would generate \$430,000 in one year. To what extent would you support or oppose this real estate tax increase?	Percent of respondents	Count
Strongly support	26%	73
Somewhat support	33%	95
Somewhat oppose	13%	37
Strongly oppose	13%	37
Don't know	15%	41
Total	100%	283

Question 18c: Policy Question 3		
To what extent would you support or oppose increasing residential density in State College if it encourages a more walkable, affordable and sustainable community?	Percent of respondents	Count
Strongly support	21%	60
Somewhat support	47%	131
Somewhat oppose	19%	55
Strongly oppose	9%	24
Don't know	4%	12
Total	100%	282

Question 18d: Policy Question 4		
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents	Count
Yes	60%	171
No	40%	113
Total	100%	283

Question 18e: Policy Question 5		
Are you retired?	Percent of respondents	Count
Yes	7%	21
No	93%	264
Total	100%	285

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	34%	97
Yes, full-time	34%	98
Yes, part-time	32%	90
Total	100%	285

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	38%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	7%
Bus, rail, subway or other public transportation	13%
Walk	30%
Bicycle	6%
Work at home	5%
Other	0%

Question D3: Length of Residency		
How many years have you lived in State College?	Percent of respondents	Count
Less than 2 years	25%	73
2 to 5 years	43%	125
6 to 10 years	12%	35
11 to 20 years	7%	20
More than 20 years	12%	35
Total	100%	287

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	24%	69
House attached to one or more houses (e.g., a duplex or townhome)	10%	28
Building with two or more apartments or condominiums	64%	185
Mobile home	0%	0
Other	2%	6
Total	100%	287

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	80%	223
Owned by you or someone in this house with a mortgage or free and clear	20%	55
Total	100%	278

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	1%	3
\$300 to \$599 per month	28%	78
\$600 to \$999 per month	48%	134
\$1,000 to \$1,499 per month	13%	36
\$1,500 to \$2,499 per month	9%	25
\$2,500 or more per month	1%	3
Total	100%	278

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	90%	260
Yes	10%	28
Total	100%	287

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	89%	255
Yes	11%	30
Total	100%	285

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	55%	152
\$25,000 to \$49,999	22%	62
\$50,000 to \$99,999	14%	39
\$100,000 to \$149,000	5%	14
\$150,000 or more	3%	10
Total	100%	277

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	99%	279
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	4
Total	100%	283

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	0%	0
Asian, Asian Indian or Pacific Islander	10%	29
Black or African American	2%	5
White	87%	248
Other	4%	11
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	52%	149
25 to 34 years	28%	80
35 to 44 years	5%	14
45 to 54 years	6%	17
55 to 64 years	3%	9
65 to 74 years	3%	9
75 years or older	3%	8
Total	100%	286

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	48%	136
Male	52%	147
Total	100%	282

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	17%	48
Yes	76%	215
Ineligible to vote	6%	17
Don't know	1%	3
Total	100%	283

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	13%	37
Yes	78%	223
Ineligible to vote	9%	24
Don't know	0%	0
Total	100%	285

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.

SURVEY VALIDITY

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

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

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

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

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

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

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

SURVEY SAMPLING

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

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the Borough of State College. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

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

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 2, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor and council president inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 surveys mailed, 45 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,155 households receiving the survey mailings, 287 completed the survey, providing a response rate of 25%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than six percentage points in either direction from what would have been obtained had responses been collected from all Borough of State College adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). 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.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the Borough of State College. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

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

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

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

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

State College Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	77%	56%	80%
Own home	23%	44%	20%
Detached unit	23%	40%	24%
Attached unit	77%	60%	76%
Race and Ethnicity			
White alone, not Hispanic	84%	86%	85%
Hispanic and/or other race	16%	14%	15%
Sex and Age			
Female	48%	64%	48%
Male	52%	36%	52%
18-34 years of age	82%	46%	80%
35-54 years of age	10%	20%	11%
55+ years of age	9%	19%	9%
Females 18-34	38%	30%	38%
Females 35-54	5%	13%	5%
Females 55+	5%	21%	5%
Males 18-34	44%	16%	43%
Males 35-54	5%	6%	5%
Males 55+	4%	14%	4%

¹ Source: 2000 Census

SURVEY DATA ANALYSIS AND REPORTING

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

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

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

“Don’t Know” Responses

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

Benchmark Comparisons

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

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

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

The Role of Comparisons

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

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

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

Comparison of State College to the Benchmark Database

The Borough of State College chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (university communities with populations of 25,000-70,000 comparison). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the

Borough of State College Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, State College results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of State College's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Borough of State College.

Dear Borough of State College Resident,

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

Sincerely,



Bill Welch
Mayor



Elizabeth A. Goreham
Council President

Dear Borough of State College Resident,

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

Sincerely,



Bill Welch
Mayor

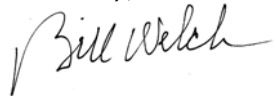


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Council President

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Sincerely,



Bill Welch
Mayor



Elizabeth A. Goreham
Council President



Borough of State College
243 South Allen Street
State College, PA 16801

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



Borough of State College
243 South Allen Street
State College, PA 16801

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



Borough of State College
243 South Allen Street
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Boulder, CO
Permit NO. 94



BOROUGH OF STATE COLLEGE

243 South Allen Street, State College, PA 16801-4806

April 2009

Dear State College Borough Resident:

The Borough of State College wants to know what you think about our community and municipal government. You have been randomly selected to participate in State College's 2009 Citizen Survey.

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 814-234-7109.

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

Sincerely,

Bill Welch
Mayor

Elizabeth A. Goreham
Council President

Mayor: Bill Welch

Council President:
Borough Council:

Elizabeth A. Goreham
Ronald L. Filippelli
Donald M. Hahn
Theresa D. Lafer

Silvi Lawrence
Peter Morris
James L. Rosenberger

Phone (814) 234-7100
Fax (814) 231-3082
TDD (814) 234-7110



BOROUGH OF STATE COLLEGE

243 South Allen Street, State College, PA 16801-4806

April 2009

Dear State College Borough 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 Borough of State College wants to know what you think about our community and municipal government. You have been randomly selected to participate in State College Borough's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help State College Borough 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 State College Borough 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.

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James L. Rosenberger

Phone (814) 234-7100
Fax (814) 231-3082
TDD (814) 234-7110

WEBSITE: www.statecollegepa.us

The Borough of State College 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in State College:

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

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

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

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

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

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

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

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

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In State College's downtown area during the day.....	1	2	3	4	5	6
In State College's downtown area after dark.....	1	2	3	4	5	6
In State College's parks during the day.....	1	2	3	4	5	6
In State College'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 → Go to Question 9

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 State College?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Schlow Centre Region Library or their services	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or borough park	1	2	3	4	5
Ridden a CATA bus within State College.....	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	1	2	3	4	5
Read a State College Newsletter.....	1	2	3	4	5
Visited the Borough of State College Web site (at www.statecollegepa.us)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in State College	1	2	3	4	5
Participated in religious or spiritual activities in State College	1	2	3	4	5
Participated in a club or civic group in State College.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

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

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

The Borough of State College 2009 Citizen Survey

11. Please rate the quality of each of the following services in State College:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Borough parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	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
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Borough of State College.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Centre County Government.....	1	2	3	4	5

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

No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the Borough of State College in your most recent contact? (Rate each characteristic below.)

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

15. Please rate the following categories of State College government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to State College	1	2	3	4	5
The overall direction that State College is taking	1	2	3	4	5
The job State College government does at welcoming citizen involvement	1	2	3	4	5
The job State College government does at listening to citizens	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in State College to someone who asks	1	2	3	4	5
Remain in State College for the next five years	1	2	3	4	5

17. 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

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

- a. The Borough of State College, like many other communities, faces difficult choices in deciding how to allocate limited budget dollars. Borough Council wants your input in setting long-term budget priorities. Which of the services listed below would you give high priority for receiving budget dollars, and which of them would you give low priority?**

	<i>Highest priority</i>	<i>Medium priority</i>	<i>Lowest priority</i>	<i>Don't know</i>
Street tree planting and maintenance	1	2	3	4
Bike trail maintenance in the winter	1	2	3	4
The street repaving	1	2	3	4
The street sweeping	1	2	3	4
Snow removal	1	2	3	4
Promoting alternative forms of transportation, such as carpooling, CATA, bicycling and walking	1	2	3	4
The trash removal system	1	2	3	4
Nuisance ordinance enforcement	1	2	3	4
The number of police officers	1	2	3	4
The fall leaf collection	1	2	3	4
Surveillance cameras in downtown	1	2	3	4
Funding of affordable housing programs in State College	1	2	3	4
Rental housing inspections	1	2	3	4
Library services	1	2	3	4
Park maintenance	1	2	3	4
Recreation programs at Borough parks	1	2	3	4
Fire services	1	2	3	4
Financial assistance to first time homebuyers	1	2	3	4
Financial assistance for the recruitment and expansion of existing business in the Borough	1	2	3	4
Efforts to attract more visitors to State College	1	2	3	4

- b. If budget shortfalls require a reduction of any of the services listed above, the Borough could consider preserving some services by increasing the real estate tax rate by \$30 per year for a home valued at \$200,000 (which has qualified for the Borough's homestead exclusion). This would generate \$430,000 in one year. To what extent would you support or oppose this real estate tax increase?**

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

- c. To what extent would you support or oppose increasing residential density in State College if it encourages a more walkable, affordable and sustainable community?**

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

- d. Are you currently enrolled as a full-time student at Penn State?**

- Yes
 No

- e. Are you retired?**

- Yes
 No

The Borough of State College 2009 Citizen Survey

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

D1. Are you currently employed for pay?

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

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

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

D3. How many years have you lived in State College?

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

D4. Which best describes the building you live in?

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

D5. 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?

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

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

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

- No Yes

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

- No Yes

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

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your sex?

- Female
- Male

D14. Are you registered to vote in your jurisdiction?

- No
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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



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State College, PA 16801

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