



**BOROUGH OF STATE COLLEGE,
PA
2010**



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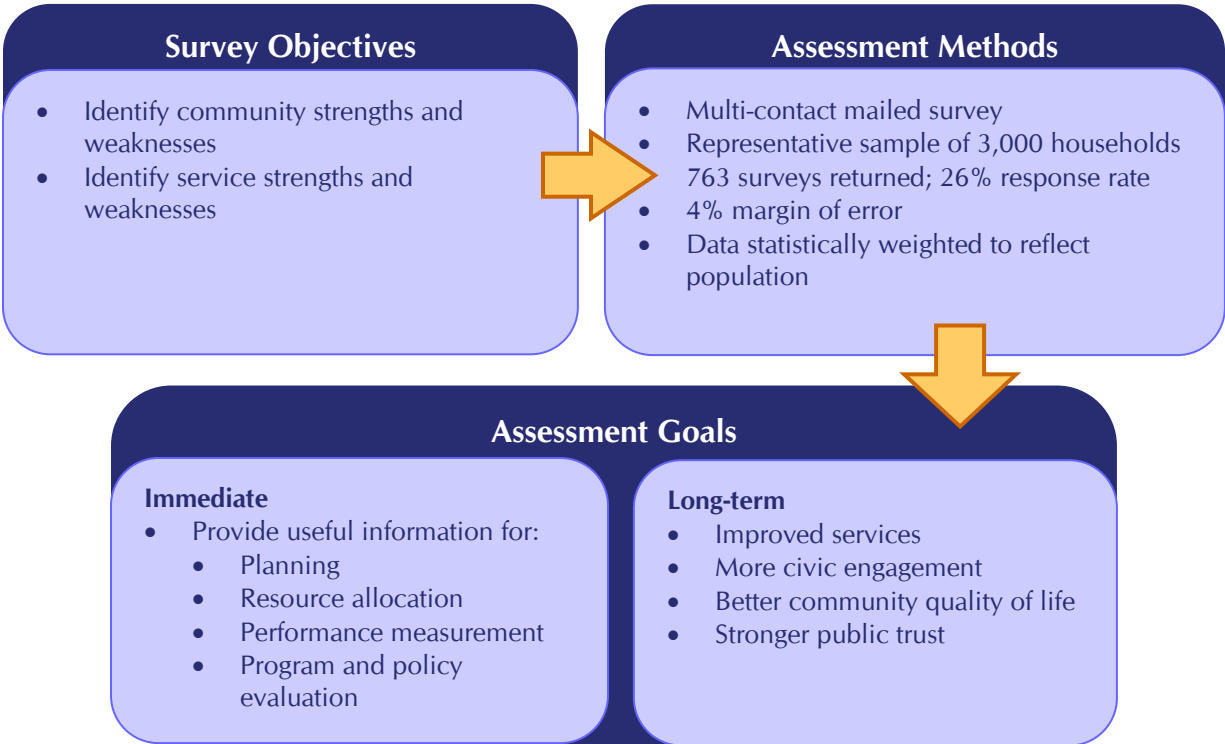
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SURVEY BACKGROUND

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 elected officials, staff 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 763 completed surveys were obtained, providing an overall response rate of 26%. Typically, response rates obtained on citizen surveys range from 25% to 40%. See Figure 90 for the location of survey recipients.

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, extended mailing, crosstabulation of results and several policy questions.

UNDERSTANDING THE RESULTS

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

Margin of Error

The margin of error around results for the Borough of State College Survey (763 completed surveys) is plus or minus four percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 56-64% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the 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 seven 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 comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The 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 25,000 to 99,999). 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 for quality ratings were available, the Borough of State College results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the 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 elected officials, staff 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 experienced a good quality of life in the Borough of State College and believed the Borough was a good place to live. The overall quality of life in the Borough of State College was rated as “excellent” or “good” by 88% of respondents. Almost all would recommend living in State College.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were educational opportunities, quality of the overall natural environment, and the appearance of State College. The two characteristics receiving the least positive ratings were the amount of public parking and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 26 were above the national benchmark comparison, three were similar to the national benchmark comparison and two were 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, 93% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the Borough of State College, which was much higher than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the Borough of State College as “good” or “excellent.” This was much 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. Nearly all rated their overall impression of employees as “excellent” or “good.”

On average, residents gave very favorable ratings to a majority of local government services. Borough services rated were able to be compared to the benchmark database. Of the 37 services for which comparisons were available, 33 were above the benchmark comparison, four were similar to the benchmark comparison and none were below.

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:

- Drinking water
- Economic development
- Snow removal
- Traffic enforcement
- Code enforcement

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: drinking water and traffic enforcement. For economic development, snow removal and code enforcement services, the Borough of State College was above the benchmark and should continue to ensure high quality performance.

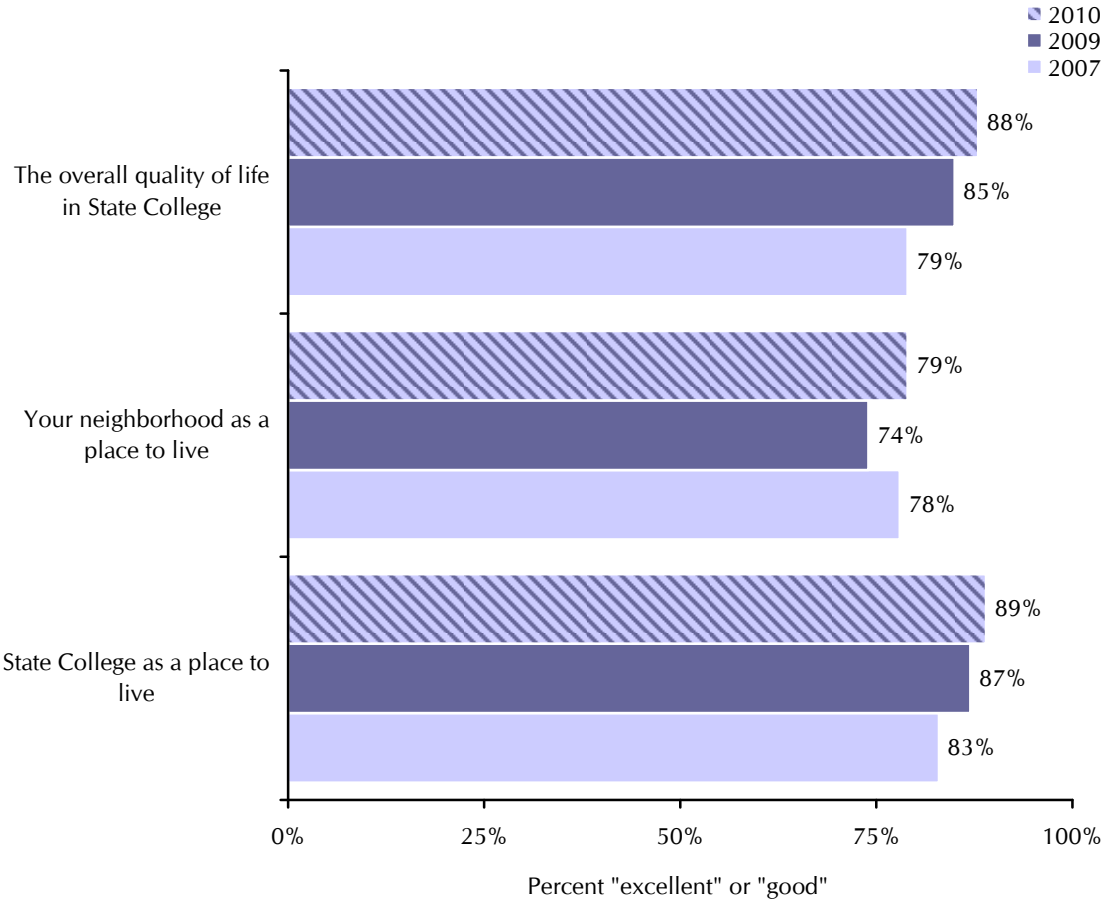
COMMUNITY RATINGS

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. Fewer plan to stay for the next five years. Ratings of overall community quality were similar to the previous survey and were similar or higher when compared to 2007 data.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR



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

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

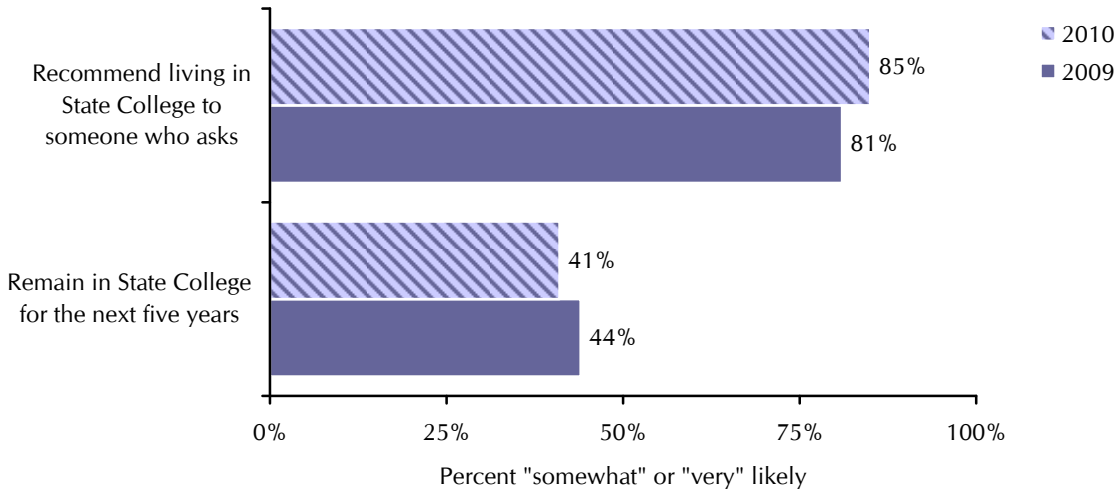


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Overall quality of life in State College	Much above	Much above
Your neighborhood as place to live	Similar	Above
State College as a place to live	Much above	Much above
Recommend living in State College to someone who asks	Similar	Similar
Remain in State College for the next five years	Much less	Much less

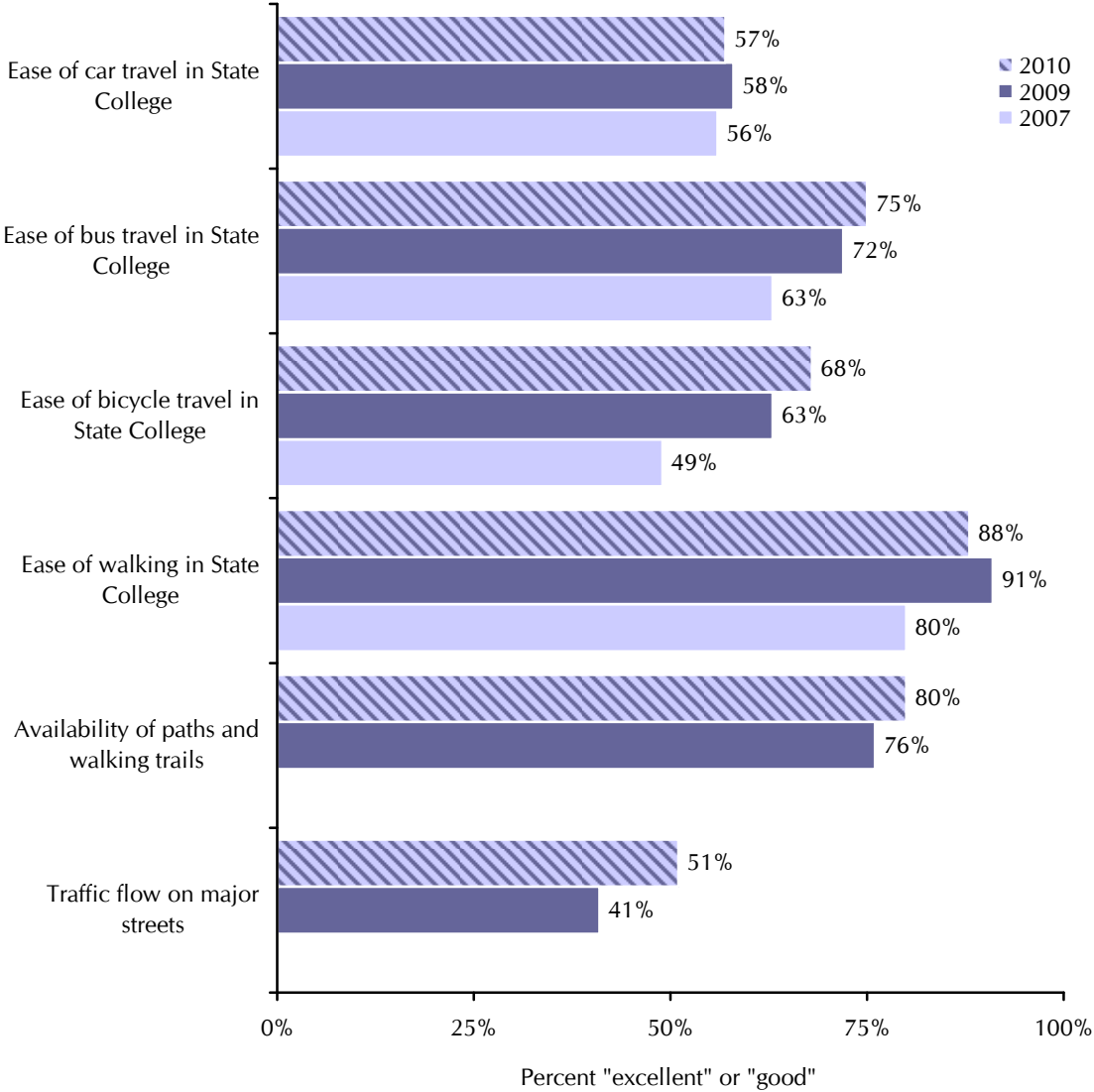
COMMUNITY DESIGN

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 in State College was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be higher than the benchmarks and similar or higher when compared to years past. The rating for traffic flow on major streets had increased since 2009.

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 25,000 to 99,999 comparison
Ease of car travel in State College	Similar	Much above
Ease of bus travel in State College	Much above	Much above
Ease of bicycle travel in State College	Much above	Much above
Ease of walking in State College	Much above	Much above
Availability of paths and walking trails	Much above	Much above
Traffic flow on major streets	Above	Much above

Eight transportation services were rated in State College. As compared to most communities across America, ratings tended to be favorable. Seven were much above the benchmarks, and one was below the benchmarks.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

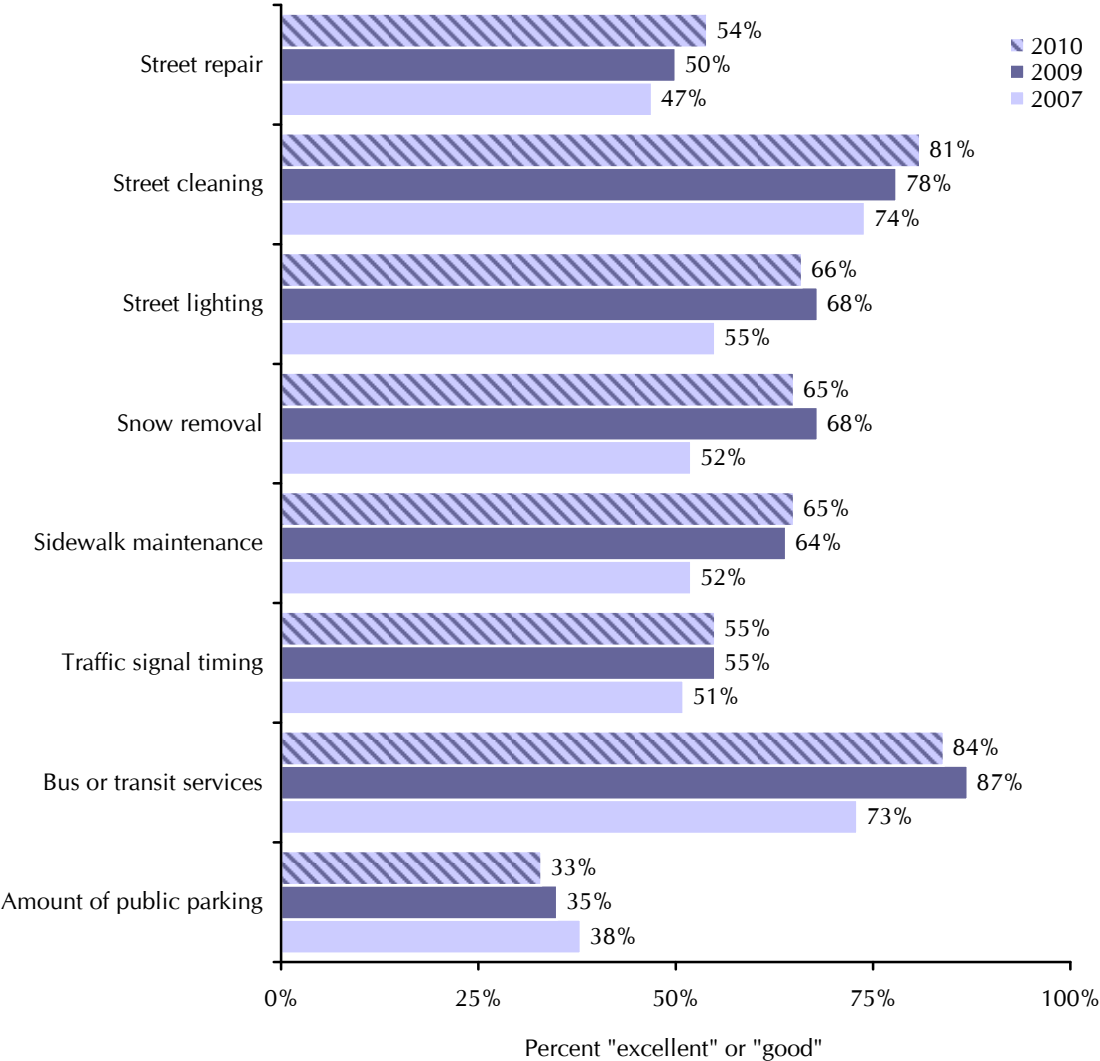


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Street repair	Much above	Much above
Street cleaning	Much above	Much above
Street lighting	Much above	Much above
Snow removal	Much above	Much above
Sidewalk maintenance	Much above	Much above
Traffic signal timing	Much above	Much above
Bus or transit services	Much above	Much above
Amount of public parking	Much less	Much less

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the favored mode of use. However, 11% of work commute trips were made by transit, 7% by bicycle and 30% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

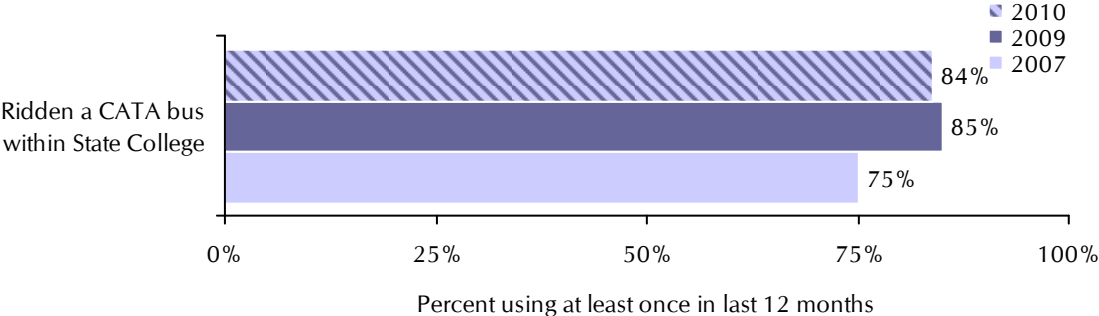


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Ridden a CATA bus within State College	Much more	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

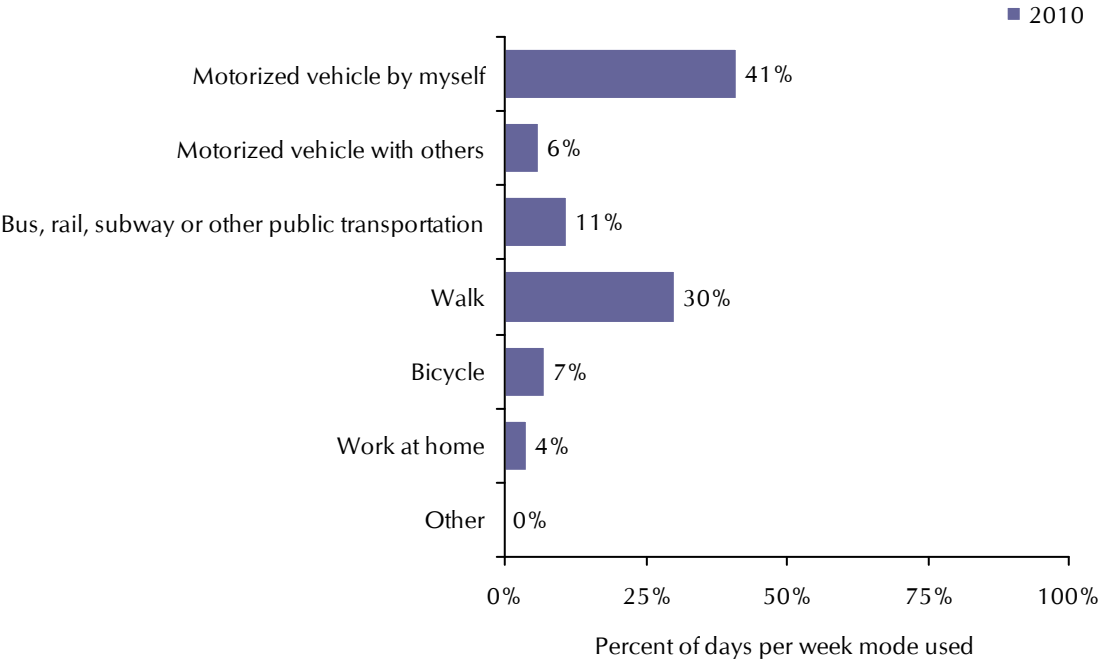


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Average percent of work commute trips made by driving alone	Much less	Much less

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 toward a single group, 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 36% of respondents, while the variety of housing options was rated as “excellent” or “good” by 52% of respondents. The rating of perceived affordable housing availability was similar in the Borough of State College than the ratings, on average, in comparison jurisdictions. The rating for the availability of affordable housing has trended up since 2007.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

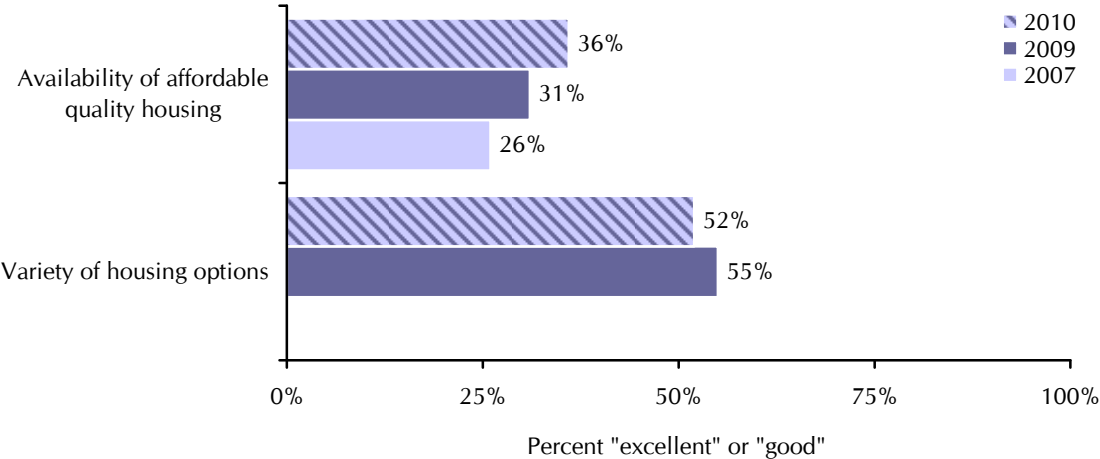


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 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. About 60% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

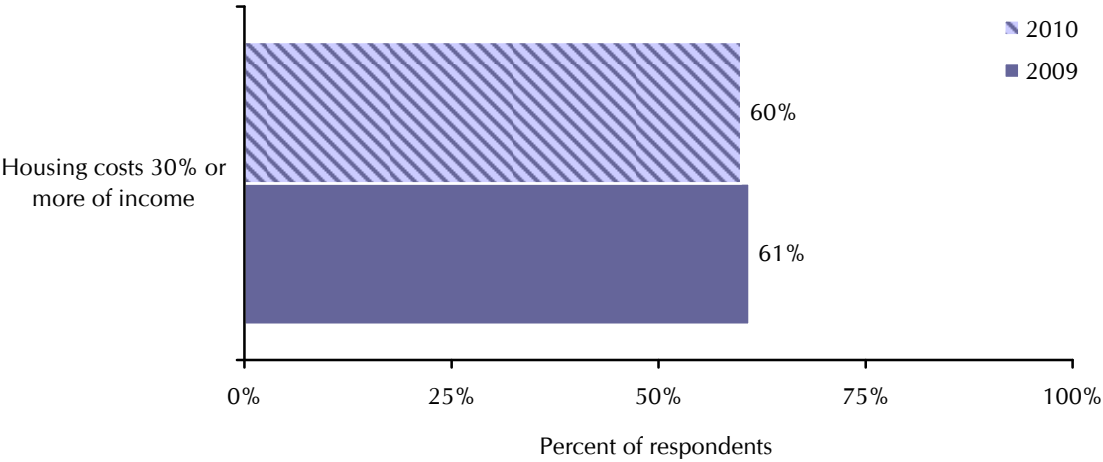


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more	Much more

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the 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 61% of respondents. The overall appearance of State College was rated as “excellent” or “good” by 87% of respondents and was much higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Borough of State College, just 2% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmarks. Ratings varied when compared to past years.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

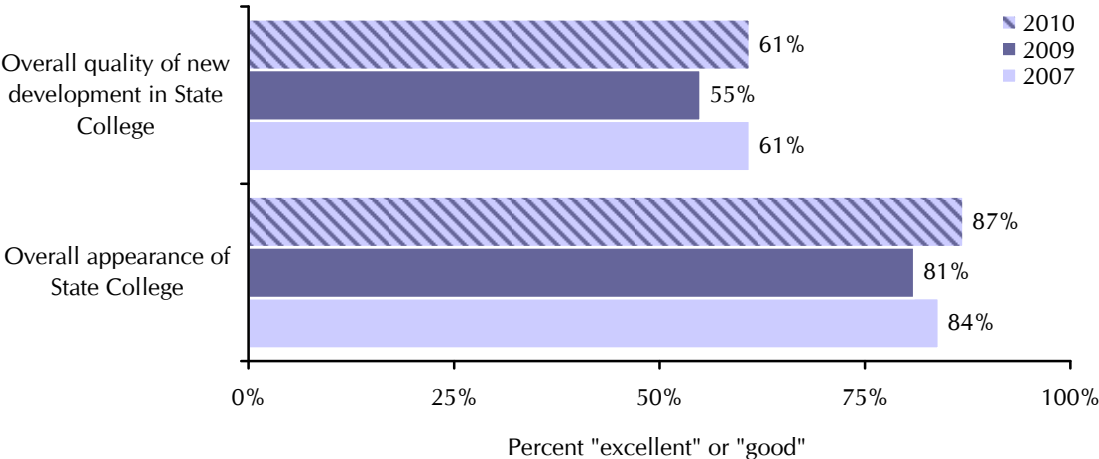


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Quality of new development in State College	Above	Much above
Overall appearance of State College	Much above	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

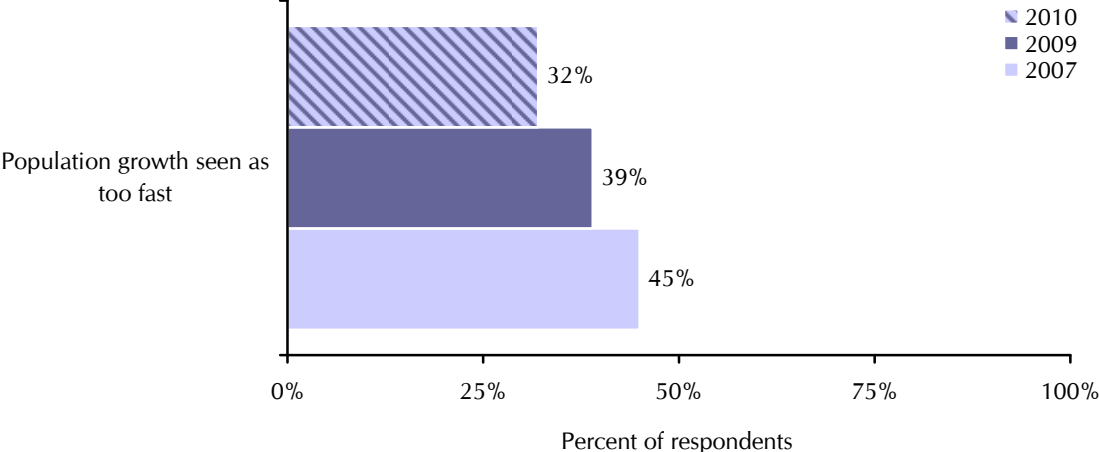


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Population growth seen as too fast	Much less	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

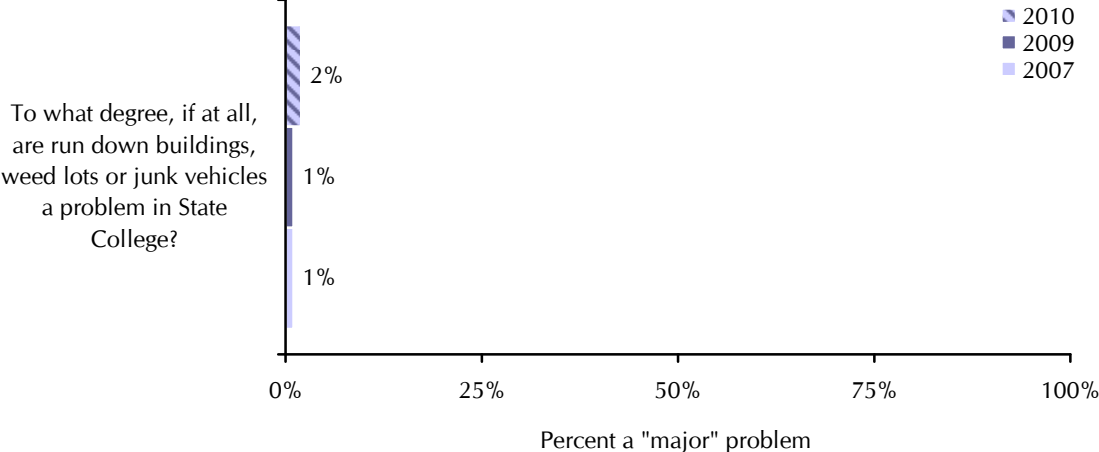


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Much less

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

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

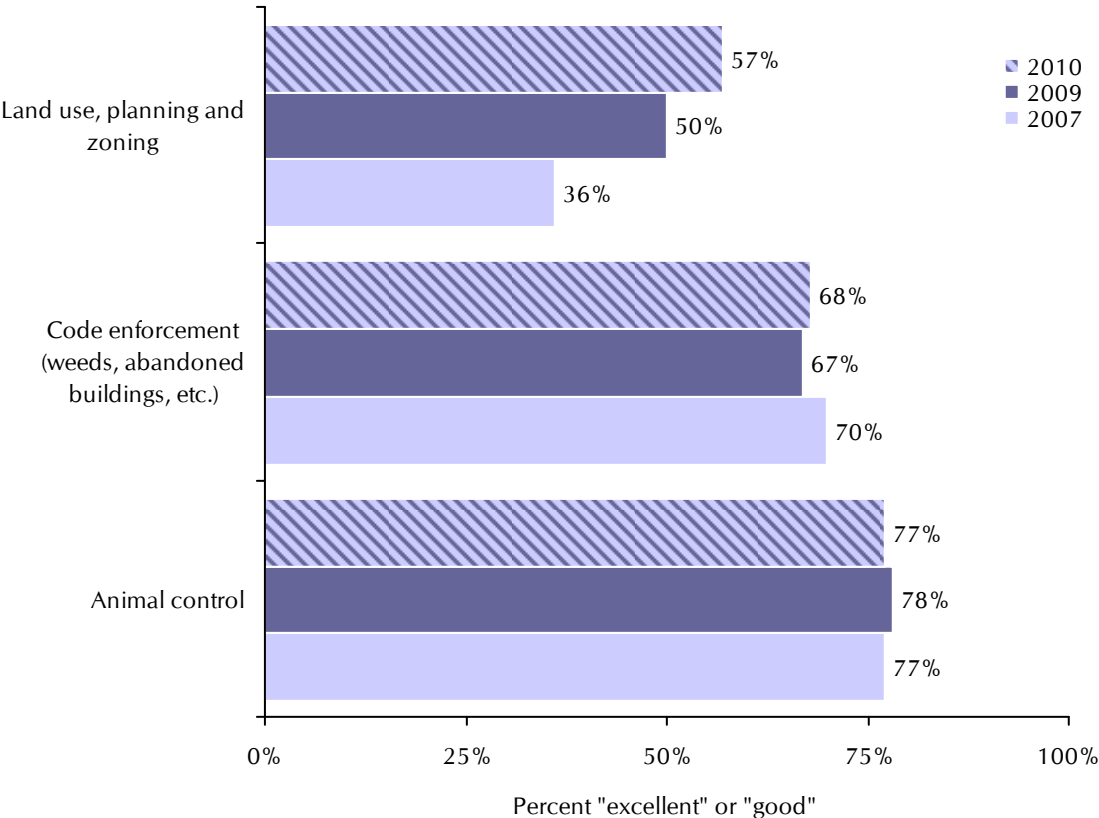


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Land use, planning and zoning	Much above	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above	Much above
Animal control	Much above	Much above

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

ECONOMIC SUSTAINABILITY

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments in State College and State College as a place to work. Receiving the lowest rating was shopping opportunities. These ratings were similar to the previous survey.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

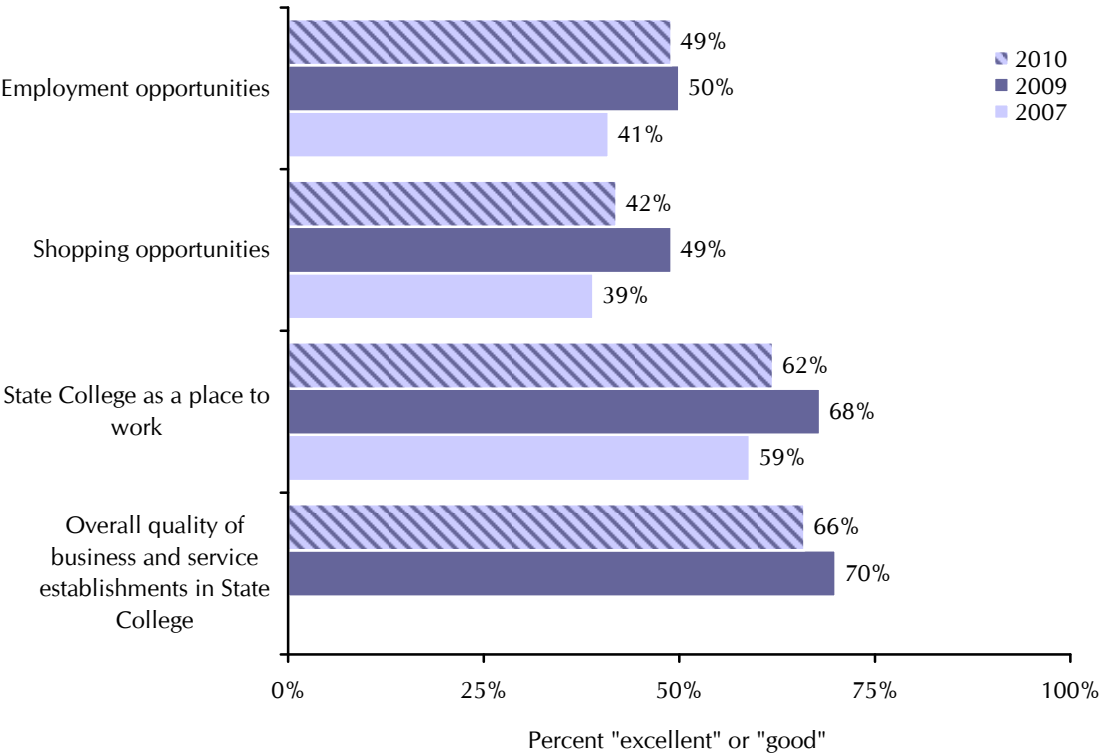


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Employment opportunities	Much above	Much above
Shopping opportunities	Much less	Much less
State College as a place to work	Much above	Much above
Overall quality of business and service establishments in State College	Much above	Much above

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, 69% responded that it was “too slow,” while 42% reported retail growth as “too slow.” More residents in State College compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that job growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

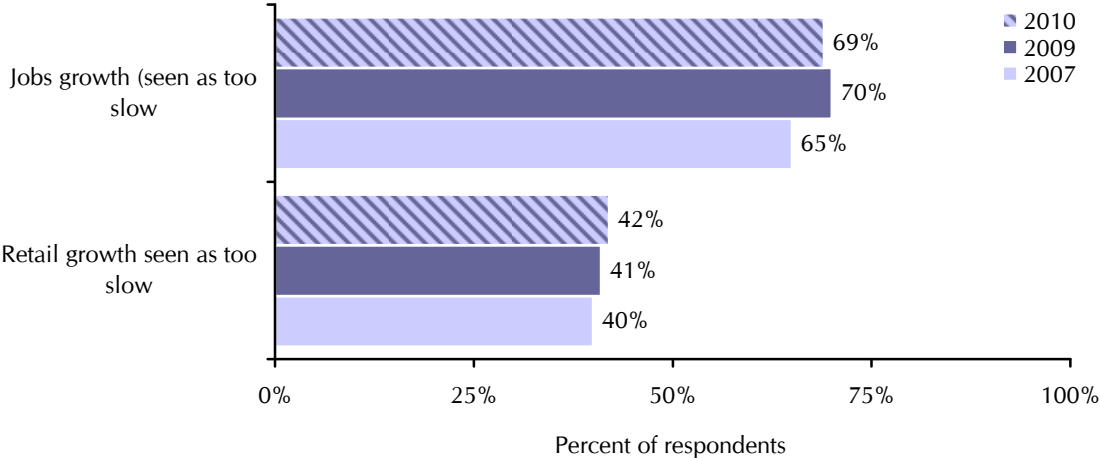


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Retail growth seen as too slow	Much more	Much more
Jobs growth seen as too slow	Less	Less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

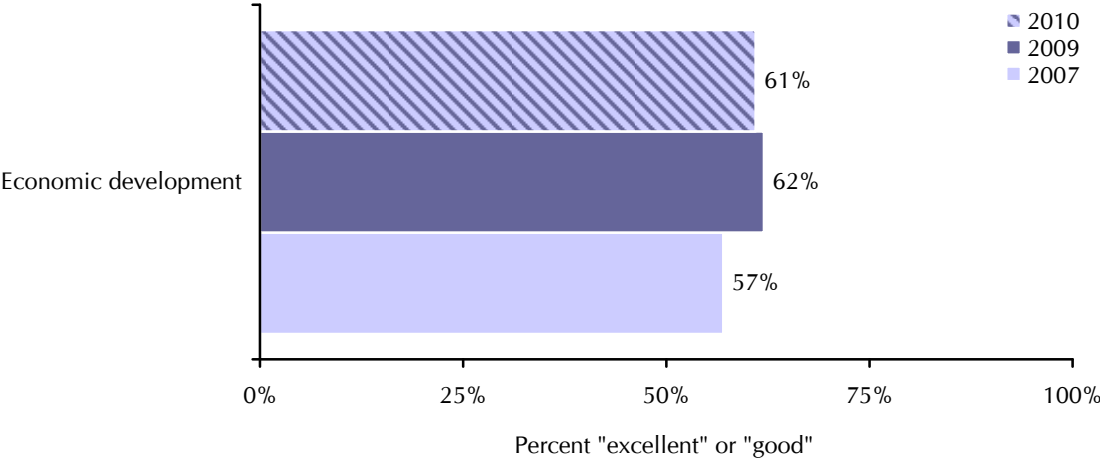


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Sixteen 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. This rating increased from 2009. The percent of residents with an optimistic outlook on their household income was similar to the nation and below the custom comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

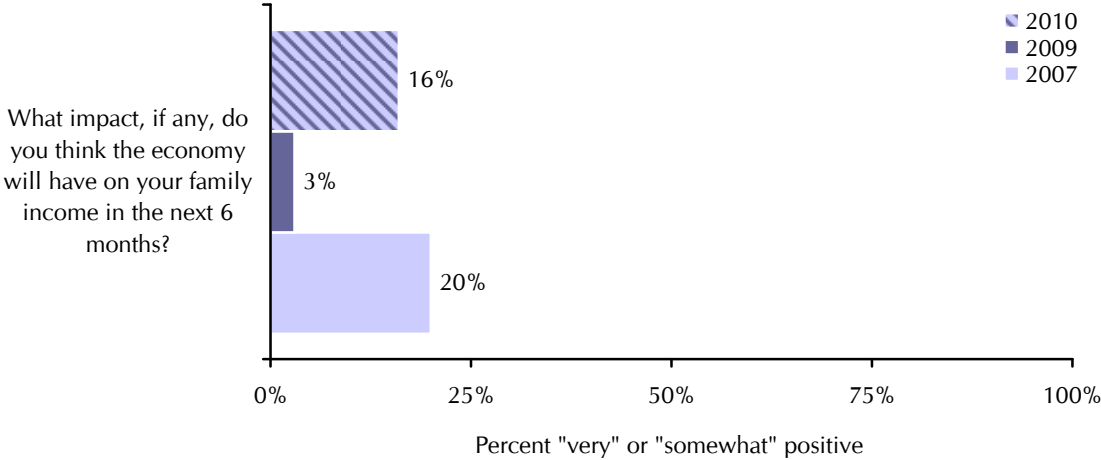


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

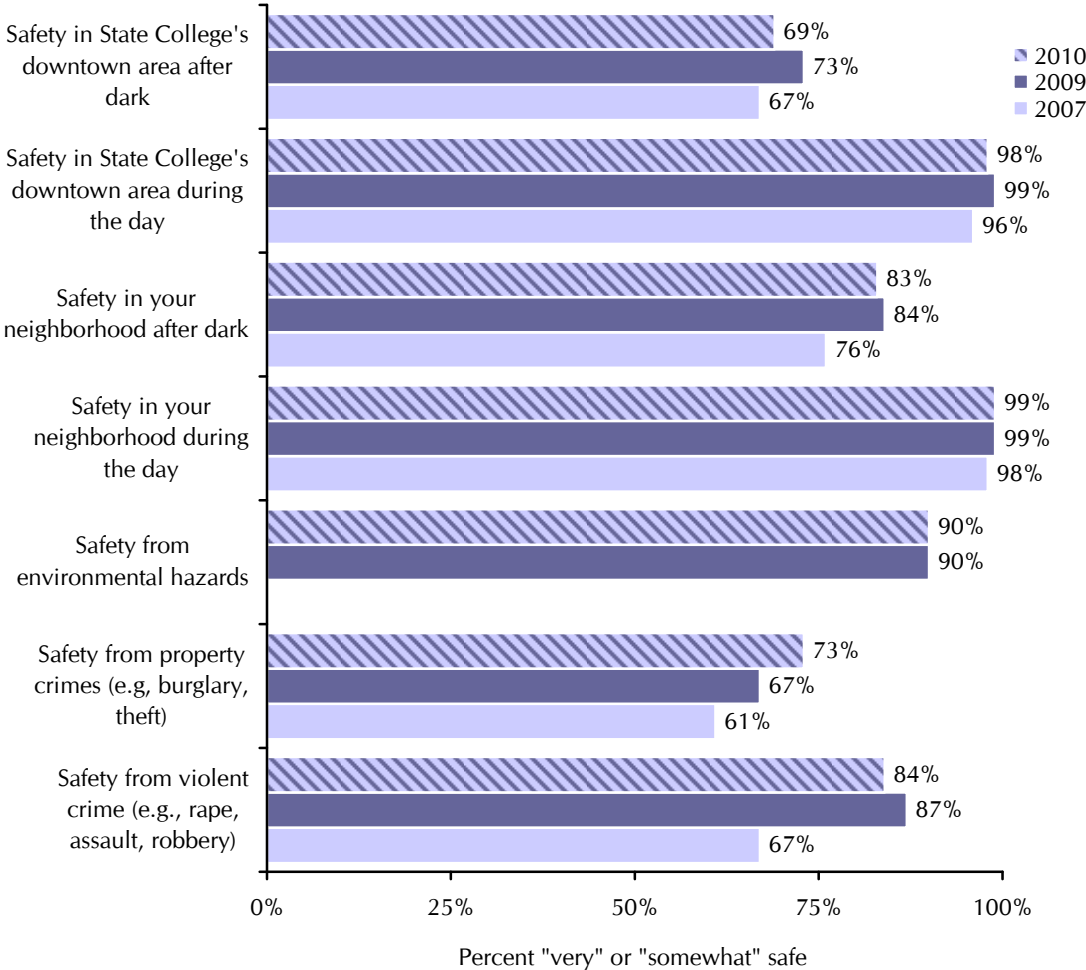
	National comparison	University Communities with populations 25,000 to 99,999 comparison
Positive impact of economy on household income	Similar	Below

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. Most gave positive ratings of safety in the Borough State College. About 84% 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. 2010 ratings were similar to 2009; neighborhood safety after dark, safety from property and safety from violent crime continued to be higher than the 2007 results.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR



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

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
In your neighborhood during the day	Much above	Much above
In your neighborhood after dark	Much above	Much above
In State College's downtown area during the day	Much above	Much above
In State College's downtown area after dark	Much above	Much above
Violent crime (e.g., rape, assault, robbery)	Much above	Much above
Property crimes (e.g., burglary, theft)	Much above	Much above
Environmental hazards, including toxic waste	Much above	Much above

As assessed by the survey, 9% 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, 59% had reported it to police. Compared to other jurisdictions fewer 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 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

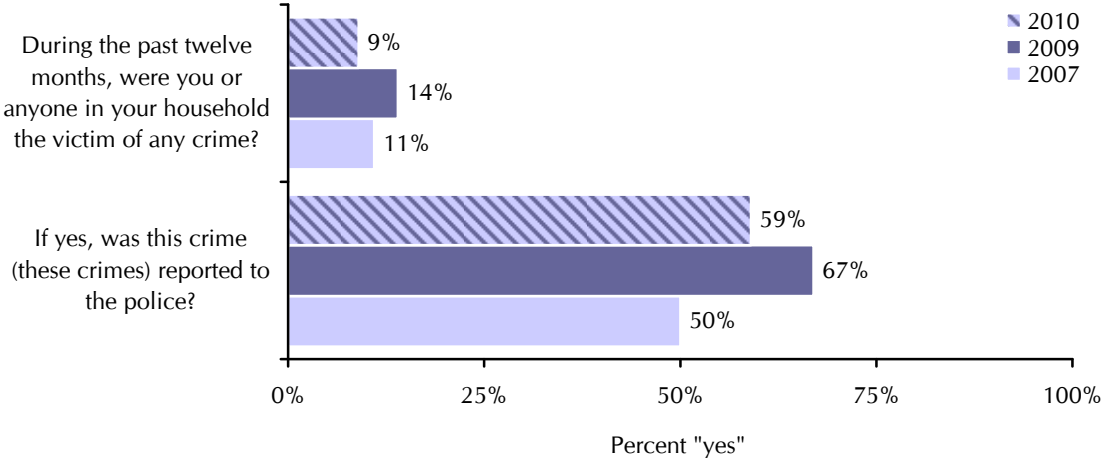
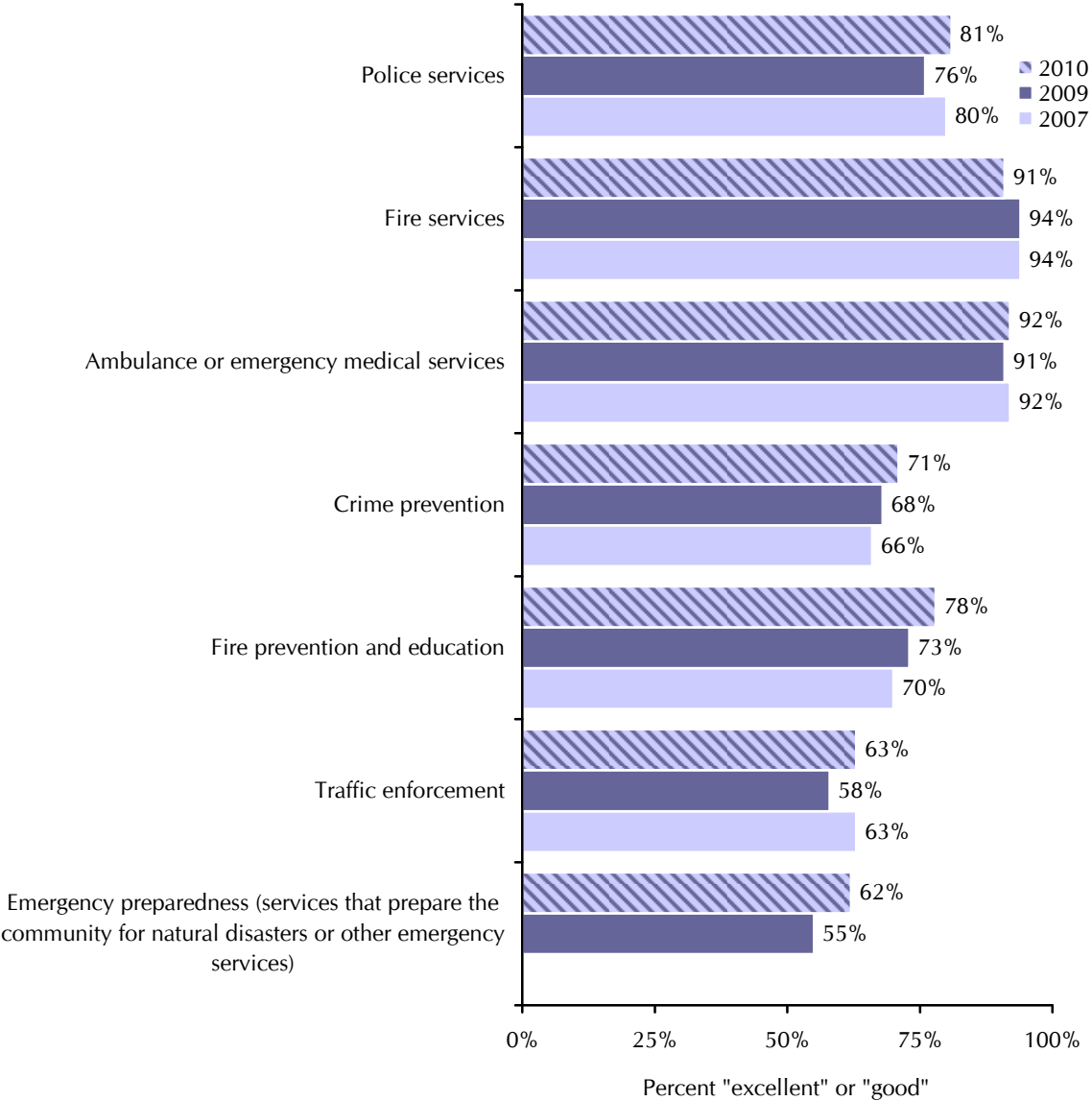


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Victim of crime	Much less	Much less
Reported crimes	Much less	Much less

Residents rated seven Borough public safety services; of these, four were rated above the national benchmark comparison while three were similar. Six were above the custom comparison, and one was similar. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Most ratings were similar when compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



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

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Police services	Above	Much above
Fire services	Similar	Above
Ambulance or emergency medical services	Above	Above
Crime prevention	Much above	Much above
Fire prevention and education	Above	Similar
Traffic enforcement	Similar	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Above

ENVIRONMENTAL SUSTAINABILITY

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

Residents of the 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 88% of survey respondents and was above the benchmarks. The rating for preservation of natural areas such as open space, farmlands and greenbelts had increased since 2009, while other ratings were stable compared to past years.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

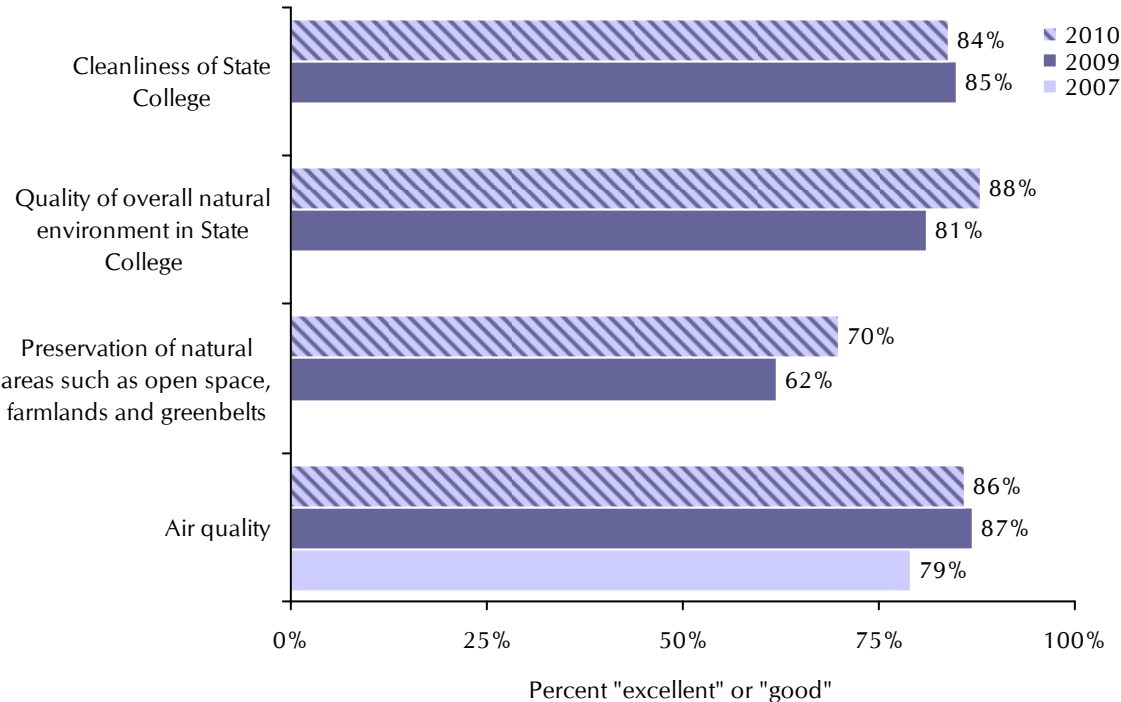


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Cleanliness of State College	Much above	Much above
Quality of overall natural environment in State College	Much above	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above	Much above
Air quality	Much above	Much above

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

Resident recycling was greater than recycling reported in comparison communities. The rate of recycling was stable over time.

FIGURE 42: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

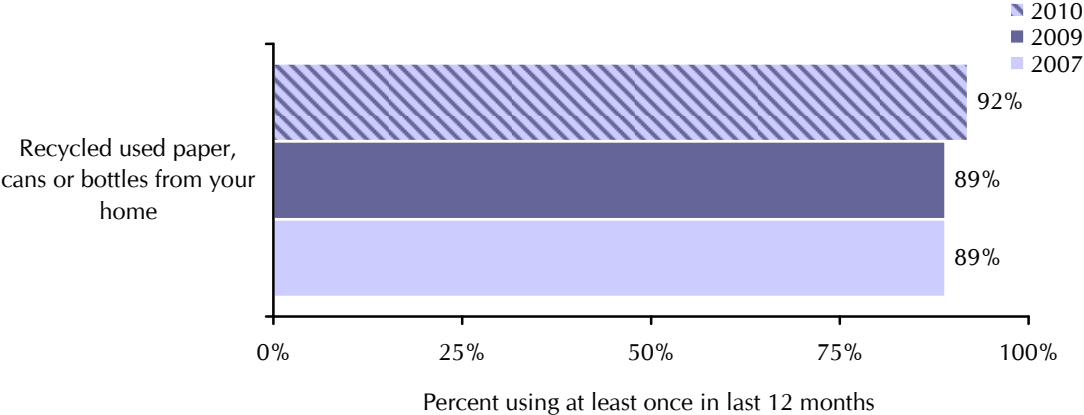


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Recycled used paper, cans or bottles from your home	Much more	Much more

Of the seven utility services rated by those completing the questionnaire, six were higher than the benchmark comparisons. The rating for drinking water was similar to both benchmarks. These service ratings were generally similar to past surveys. The rating for garbage collection continued to be higher than in 2007.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

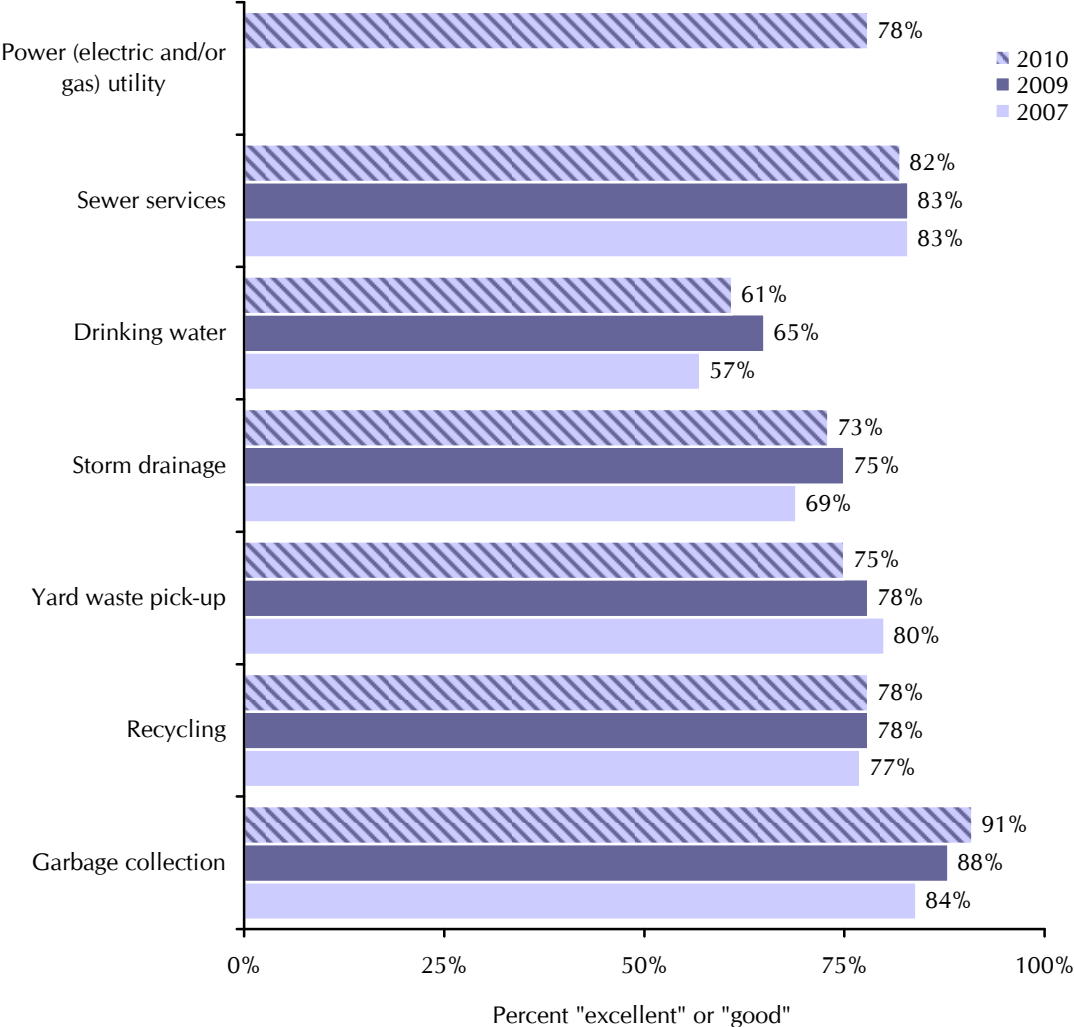


FIGURE 45: UTILITY SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Power (electric and/or gas) utility	Above	Much above
Sewer services	Much above	Much above
Drinking water	Similar	Similar
Storm drainage	Much above	Much above
Yard waste pick-up	Much above	Much above
Recycling	Much above	Much above
Garbage collection	Much above	Much above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents’ perspectives about opportunities and services related to the community’s parks and recreation services. Recreation opportunities in the Borough of State College were rated positively as were services related to parks and recreation. Borough parks, recreation programs or classes and recreation centers or facilities were rated higher than the benchmarks. Parks and recreation ratings have stayed constant and over time.

Resident use of State College parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. Those who had visited a Borough park was about the same as the percent of users in comparison jurisdictions. However, recreation program use in State College was higher than use in comparison jurisdictions. This amount of participation was similar to past survey years.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

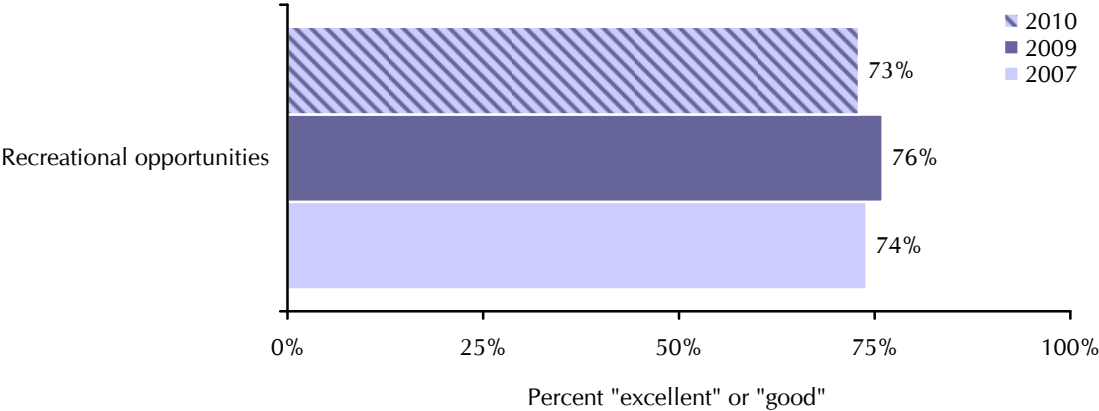


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Recreation opportunities	Much above	Much above

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

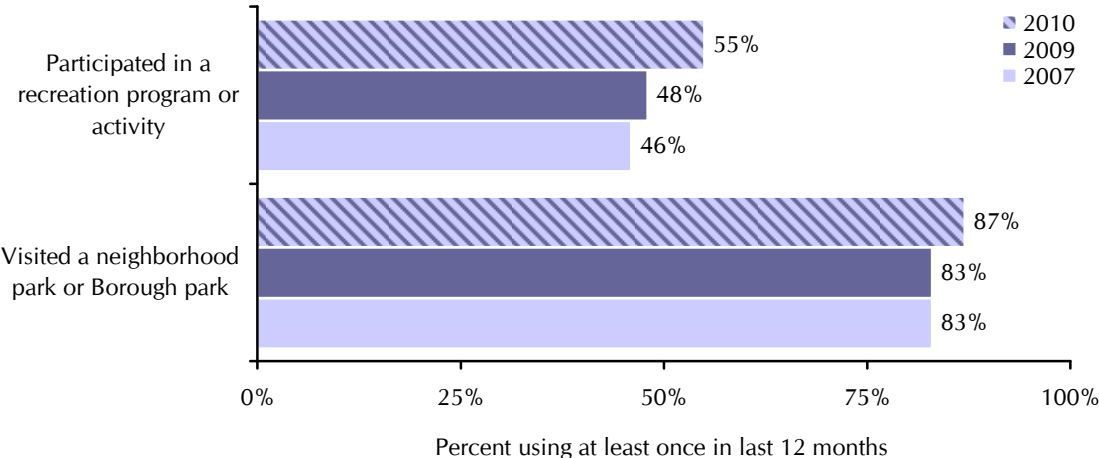


FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Participated in a recreation program or activity	Much more	Much more
Visited a neighborhood park or Borough park	Similar	Similar

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

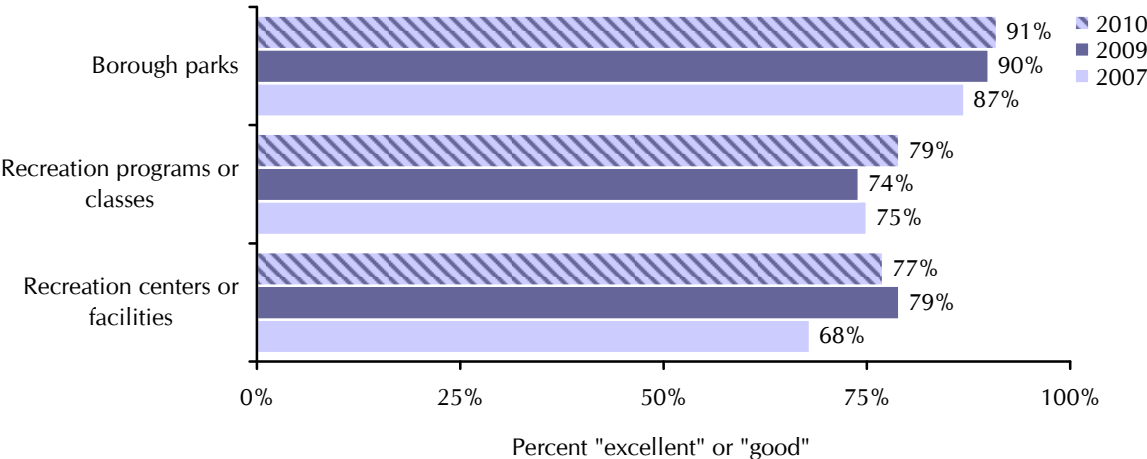


FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Borough parks	Much above	Much above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much 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 individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 69% of respondents. Educational opportunities were rated as “excellent” or “good” by 96% of respondents. Both educational opportunities and cultural activity opportunities were much above the benchmark ratings.

About half of State College residents used the Schlow Centre Region Library or their services at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions and was similar to usage rates in 2009, though lower than use reported in 2007.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

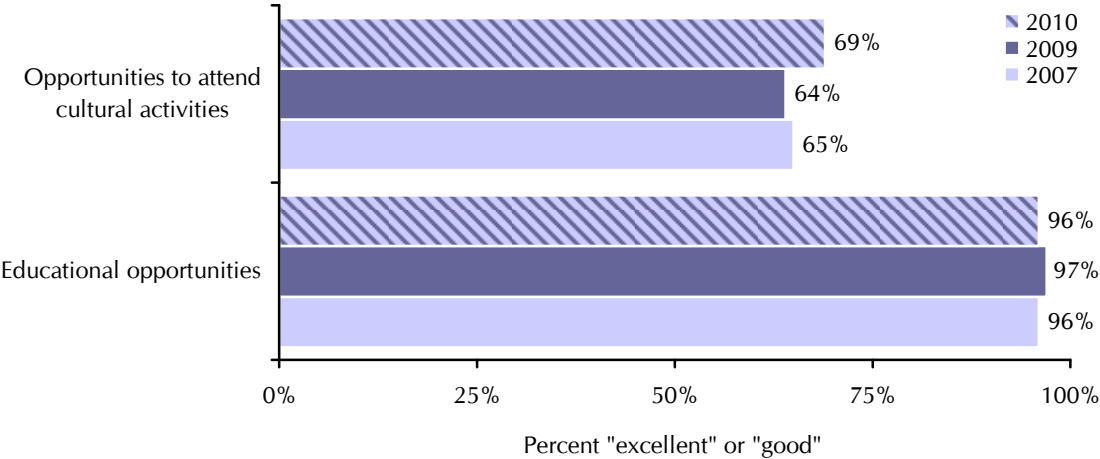


FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Opportunities to attend cultural activities	Much above	Much above
Educational opportunities	Much above	Much above

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

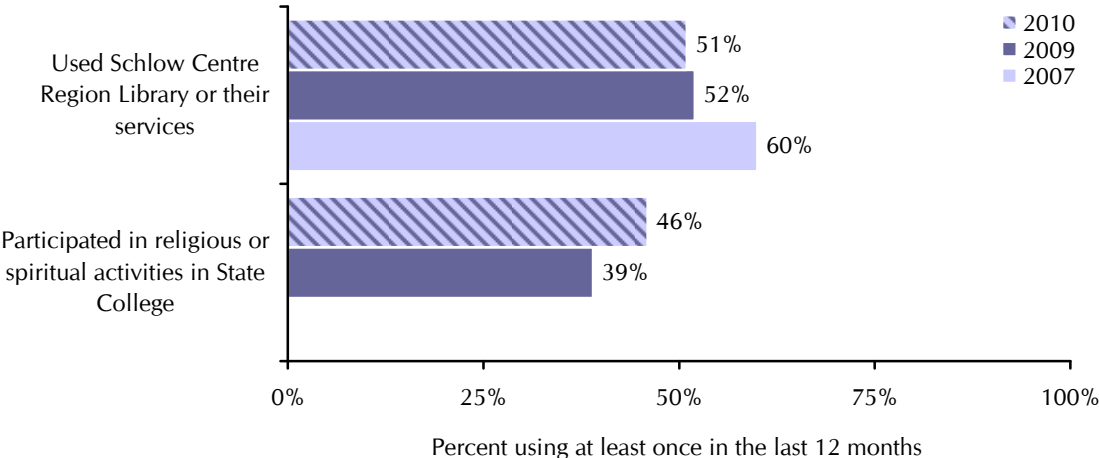


FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Used Schlow Centre Region Library or their services	Much less	Much less
Participated in religious or spiritual activities in State College	Much less	Much less

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

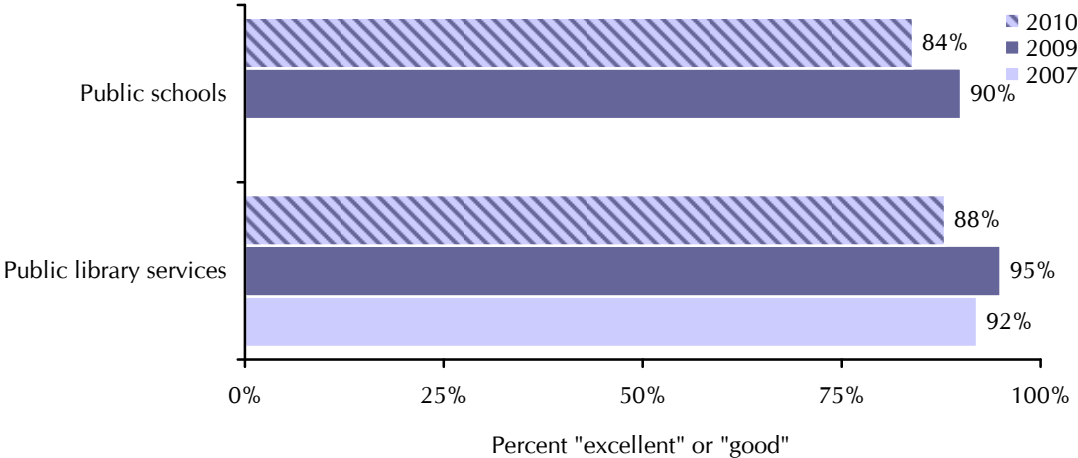


FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Public schools	Much above	Much above
Public library services	Much above	Much 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 and preventive health services were rated most positively for the Borough of State College, while the availability of affordable quality health care was rated less favorably by residents. Ratings were similar to the previous survey.

Among State College residents, 56% rated the availability of affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities and had maintained an increased rating compared to 2007.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

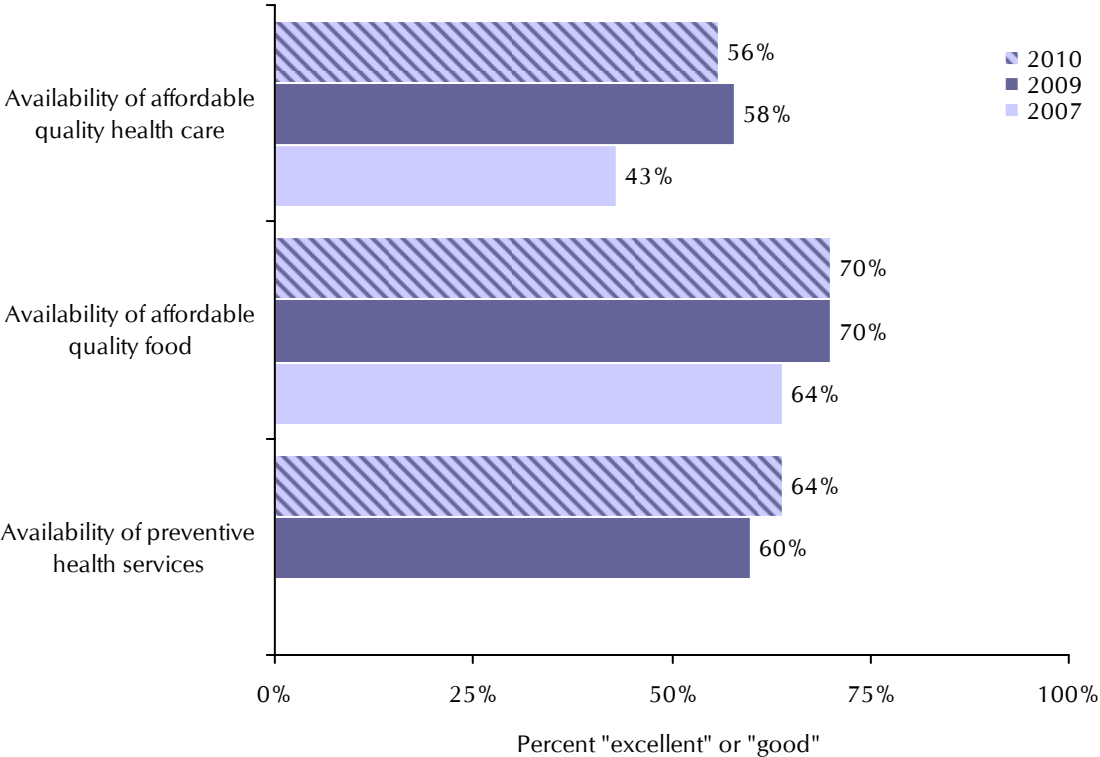


FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Availability of affordable quality health care	Much above	Much above
Availability of affordable quality food	Much above	Above
Availability of preventive health services	Much above	Above

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

Health services offered in the Borough of State College were rated “excellent” or “good” by 73% of respondents and were above the benchmarks.

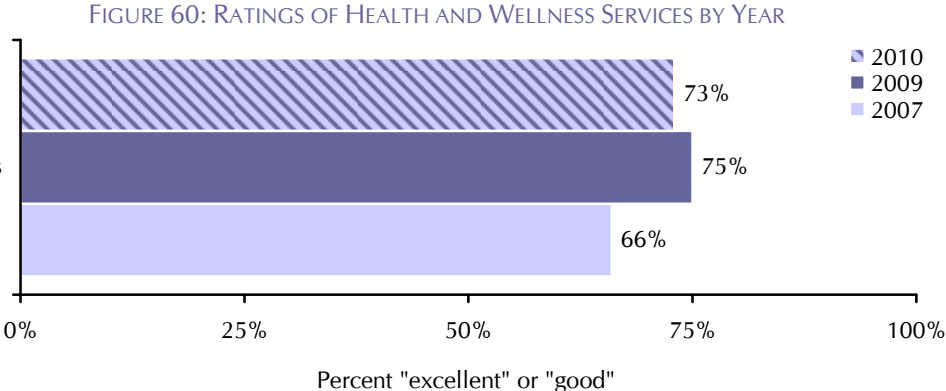


FIGURE 61: HEALTH AND WELLNESS SERVICES BENCHMARKS

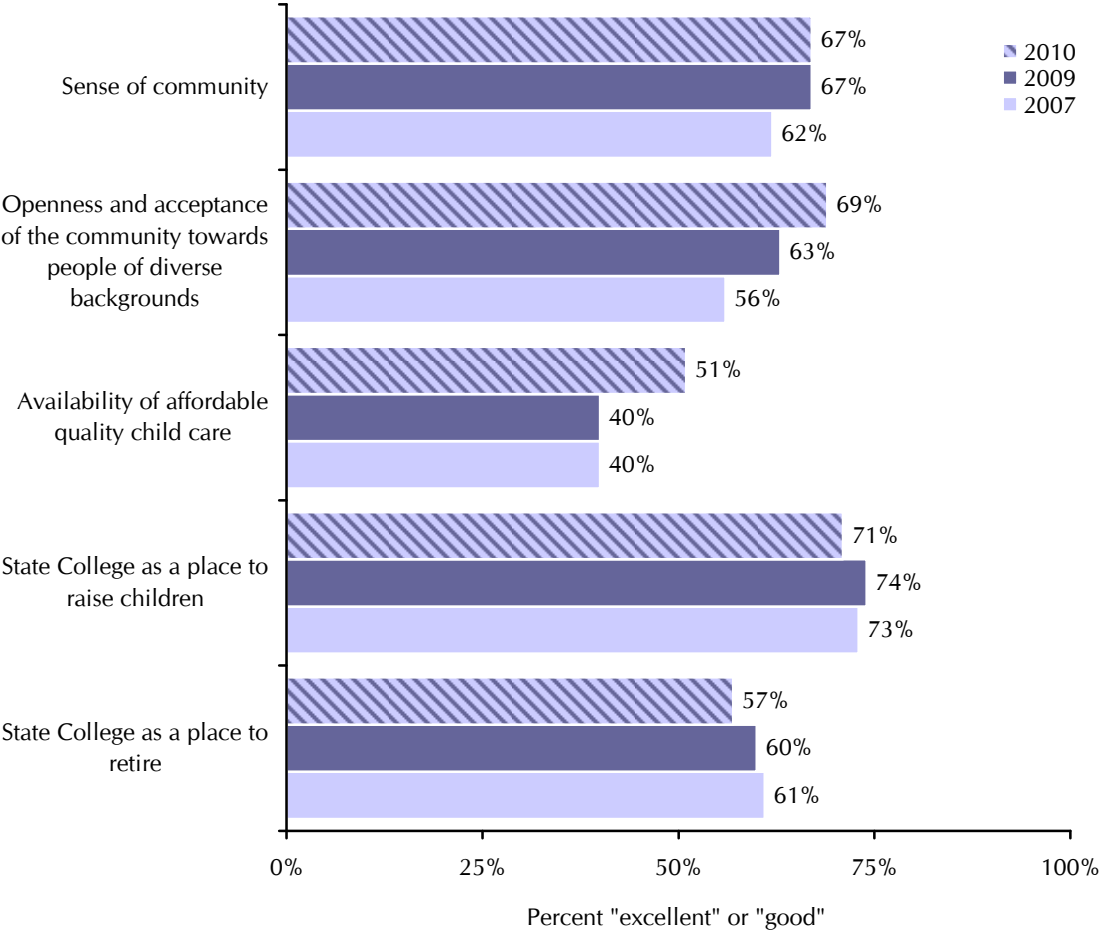
	National comparison	University Communities with populations 25,000 to 99,999 comparison
Health services	Much above	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the 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 majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents also felt the Borough of State College was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was higher than the benchmarks. Ratings were similar or higher compared to past survey years.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR



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

FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Sense of community	Much above	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above	Much above
Availability of affordable quality child care	Much above	Much above
State College as a place to raise kids	Similar	Similar
State College as a place to retire	Below	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 54% to 82% with ratings of “excellent” or “good.” Services to seniors, youth and low-income residents were much above the benchmarks.

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

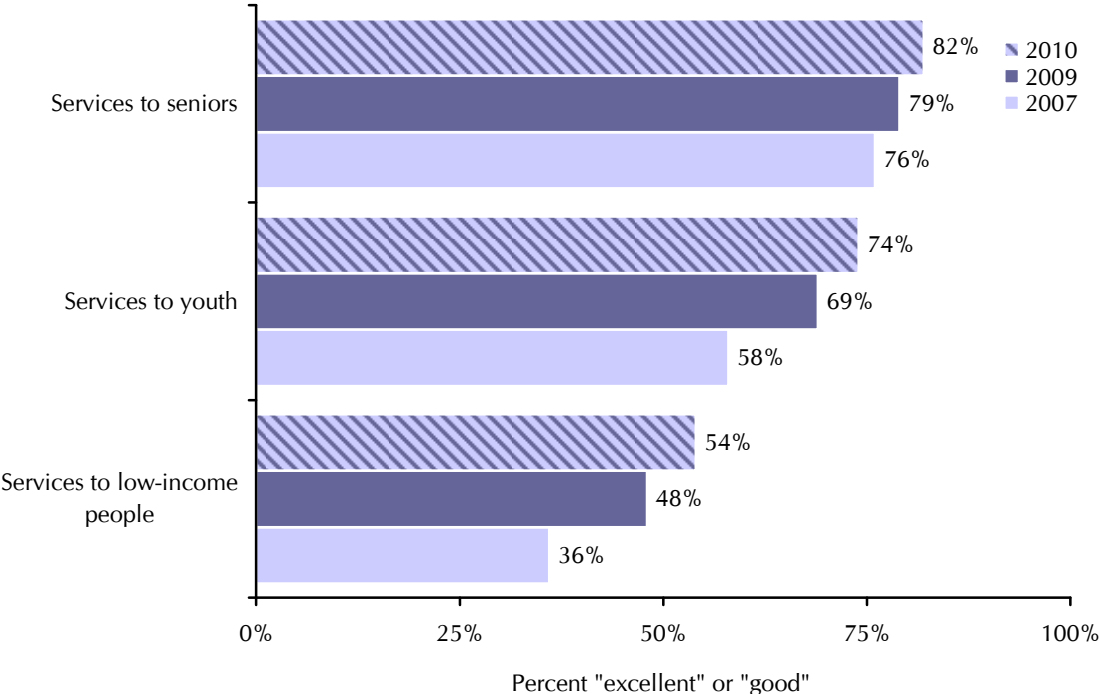


FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Services to seniors	Much above	Much above
Services to youth	Much above	Much above
Services to low income people	Much above	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the 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 slightly less favorably.

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

FIGURE 66: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

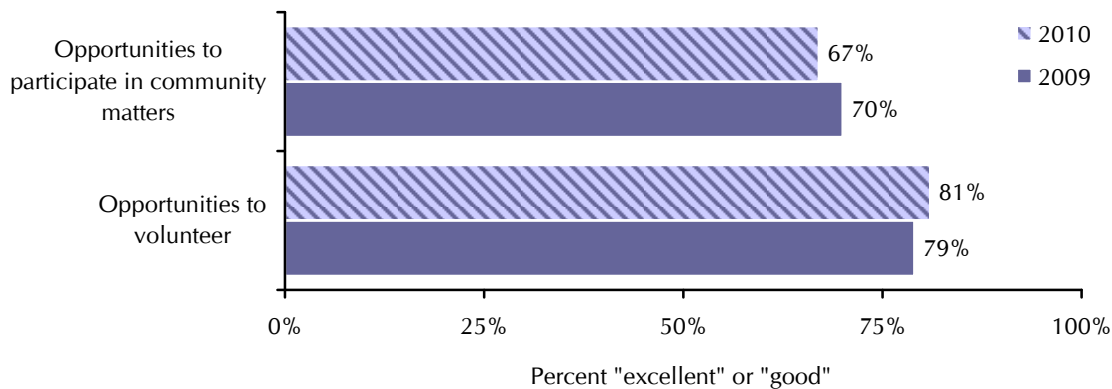
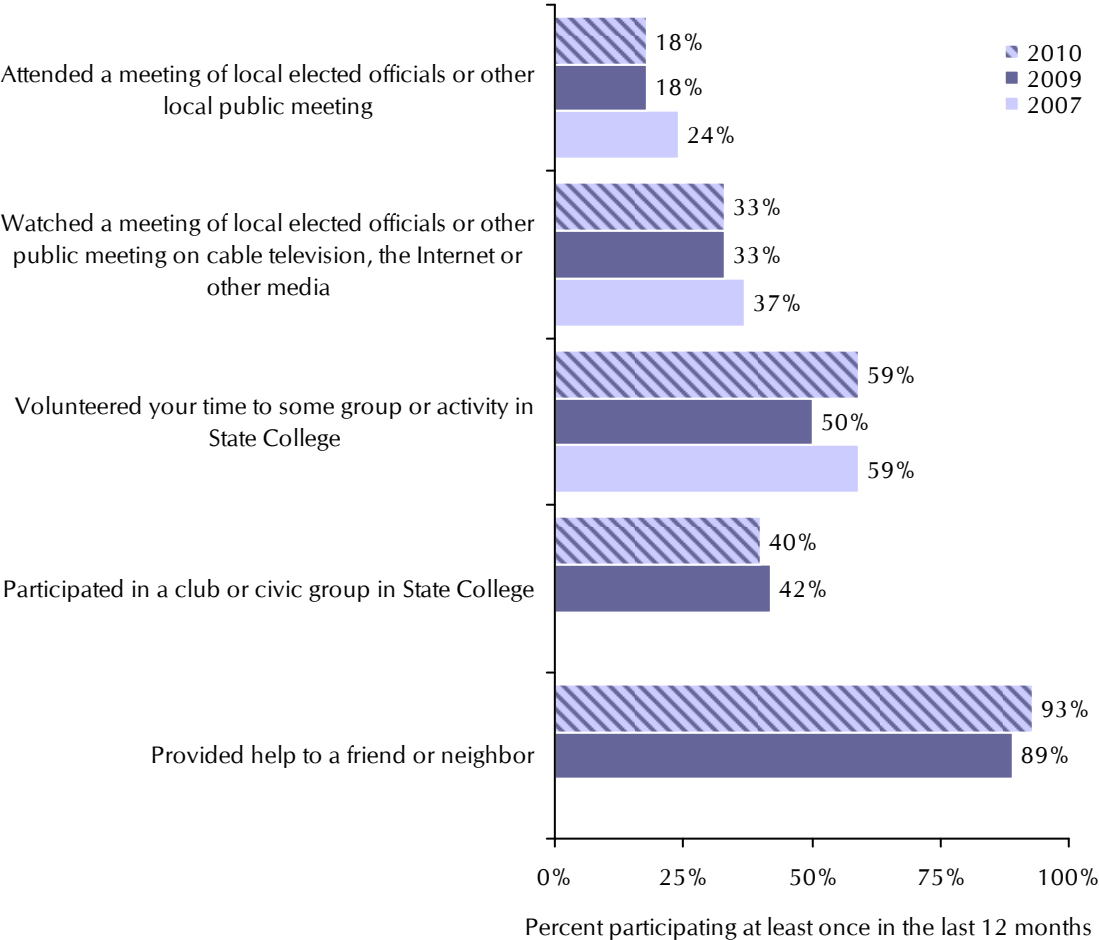


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Opportunities to participate in community matters	Above	Much above
Opportunities to volunteer	Much above	Much above

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. Those who had volunteered time to some group or activity or participated in a club or civic group in State College showed higher rates of involvement; while those who had provided help to a friend or neighbor showed similar rates. Those who had attended or watched a meeting of local elected officials or other local public meeting showed lower rates of community engagement. Volunteerism had increased since 2009 and was similar to the rate of participation in 2007, while other rates of participation had remained similar to past years.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹



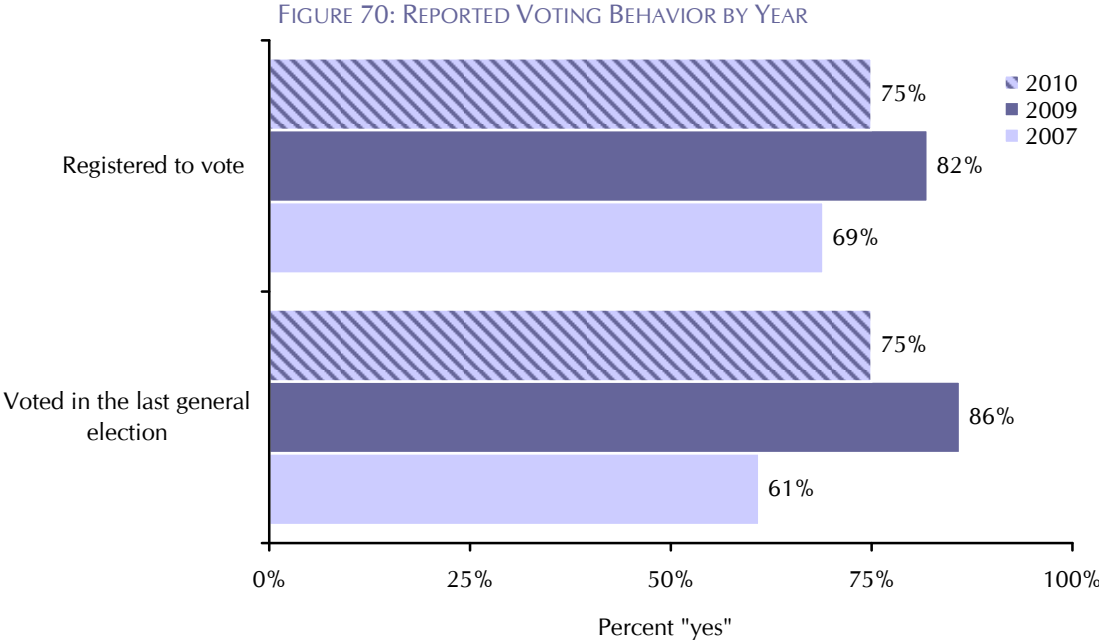
The National Citizen Survey™ by National Research Center, Inc.

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less	Much less
Volunteered your time to some group or activity in State College	Much more	Much more
Participated in a club or civic group in State College	Much more	Much more
Provided help to a friend or neighbor	Similar	Similar

Borough of State College residents showed the largest amount of civic engagement in the area of electoral participation. Seventy-five percent reported they were registered to vote and 75% indicated they had voted in the last general election. This rate of self-reported voting was lower than that of comparison communities.



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Registered to vote	Much less	Much less
Voted in last general election	Much less	Much less

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, 53% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

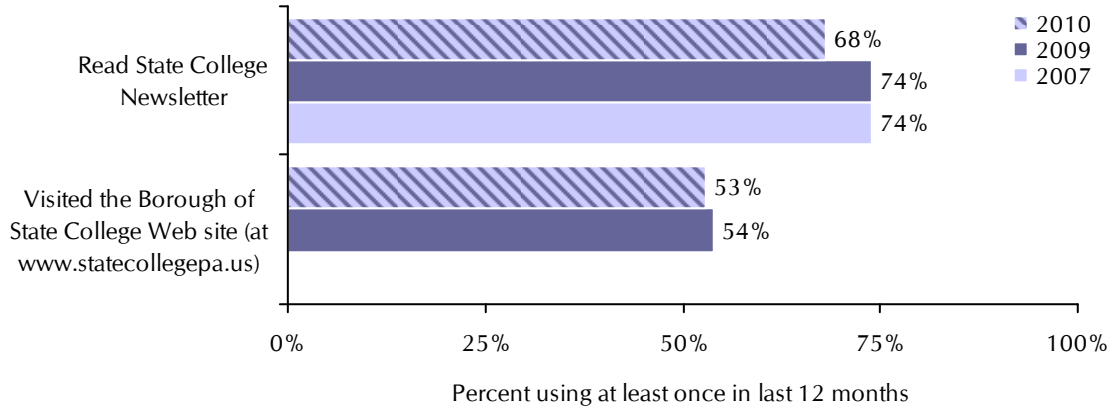


FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Read State College Newsletter	Much less	Much less
Visited the Borough of State College Web site (at www.statecollegepa.us)	Much less	Much less

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

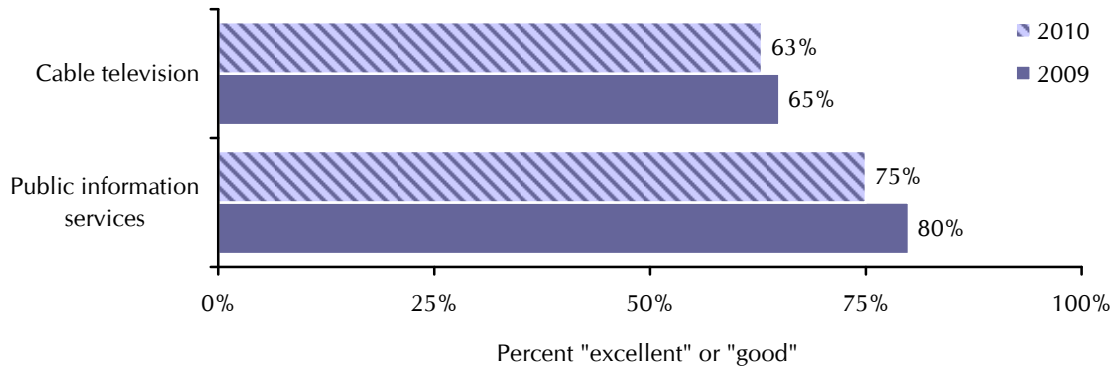


FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Cable television	Much above	Much above
Public information services	Much above	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 79% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” These ratings were stable over time.

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

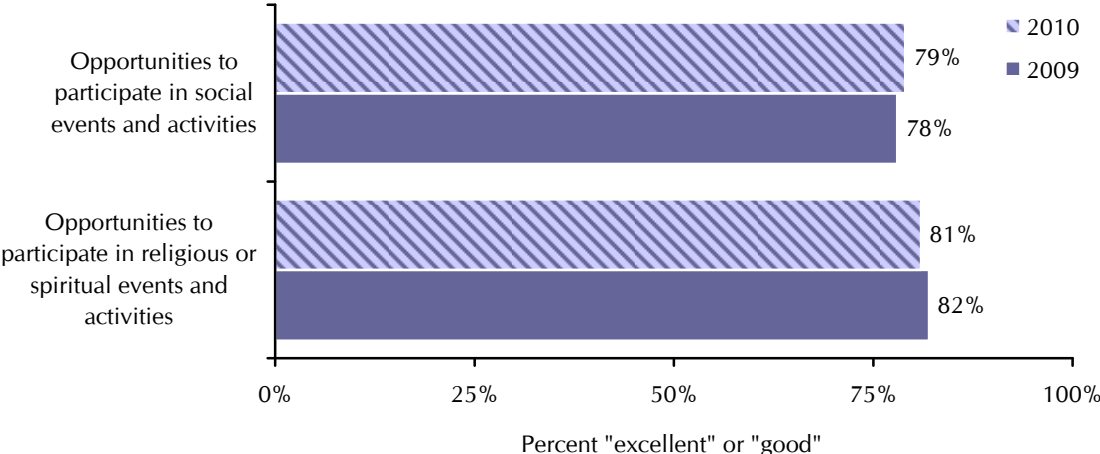


FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Opportunities to participate in social events and activities	Much above	Much above
Opportunities to participate in religious or spiritual events and activities	Much above	Much above

Residents in State College reported a strong amount of neighborliness. More than 36% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

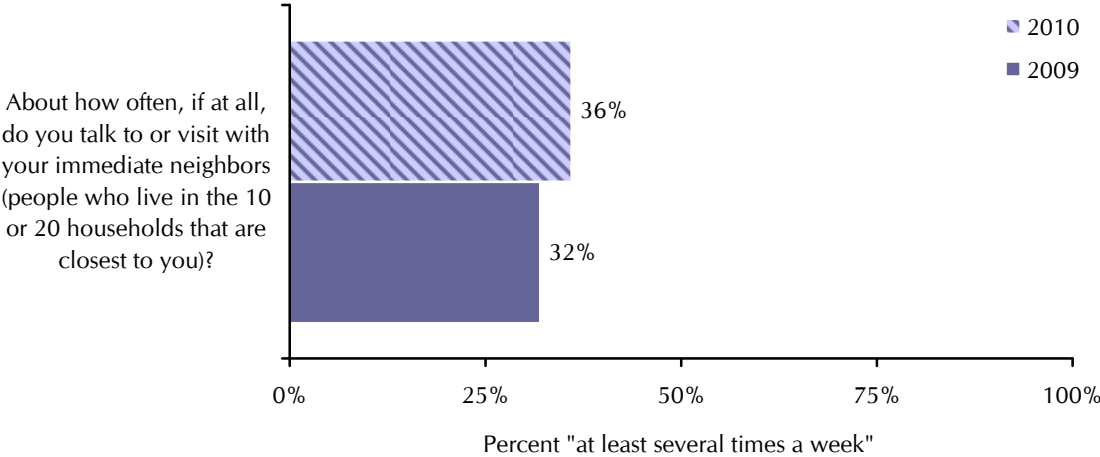


FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

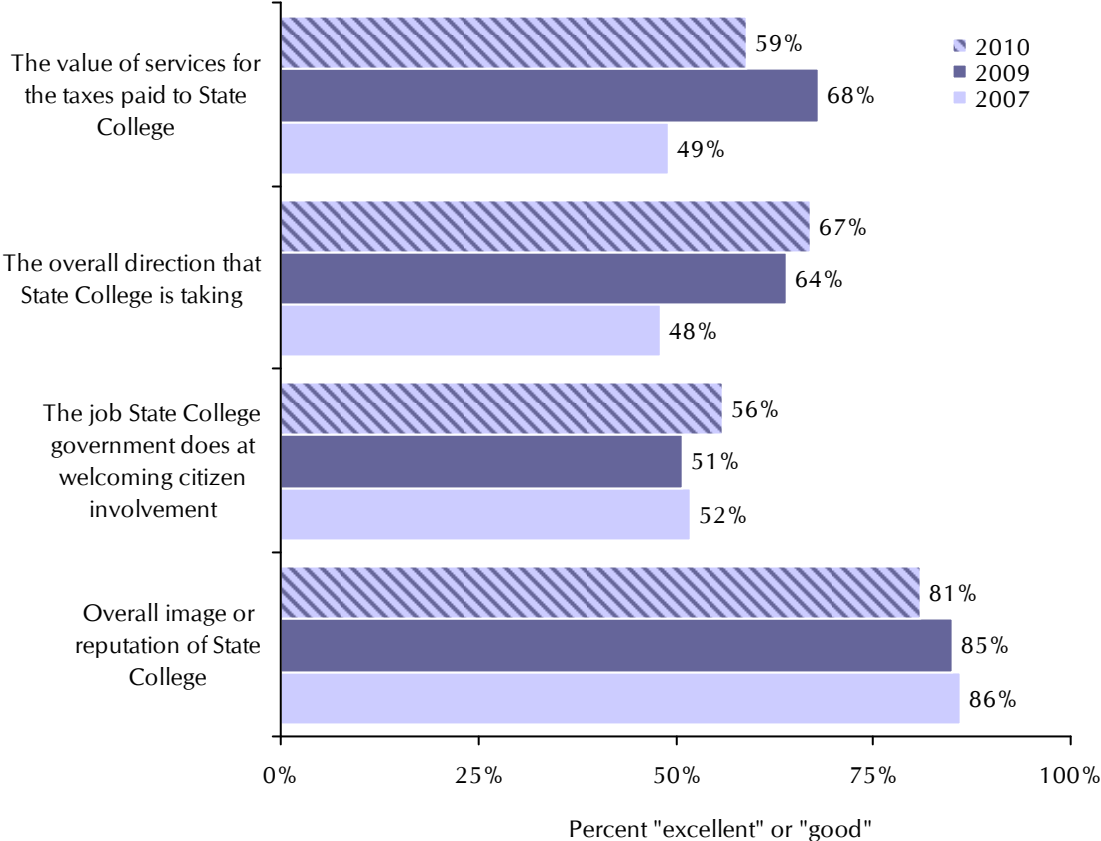
	National comparison	University Communities with populations 25,000 to 99,999 comparison
Has contact with neighbors at least several times per week	Much less	Much less

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 welcoming citizen involvement, 56% rated it as "excellent" or "good." Of these four ratings, all were much above the benchmarks.

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR²



² For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 81: PUBLIC TRUST BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Value of services for the taxes paid to State College	Much above	Much above
The overall direction that State College is taking	Much above	Much above
Job State College government does at welcoming citizen involvement	Much above	Much above
Overall image or reputation of State College	Much above	Much 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 state government. The overall quality of services delivered by the Borough of State College was rated as “excellent” or “good” by 82% of survey participants. The Borough of State College’s rating was much above the benchmarks when compared to other communities. Ratings of overall Borough services have remained stable over the last three years.

FIGURE 82: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

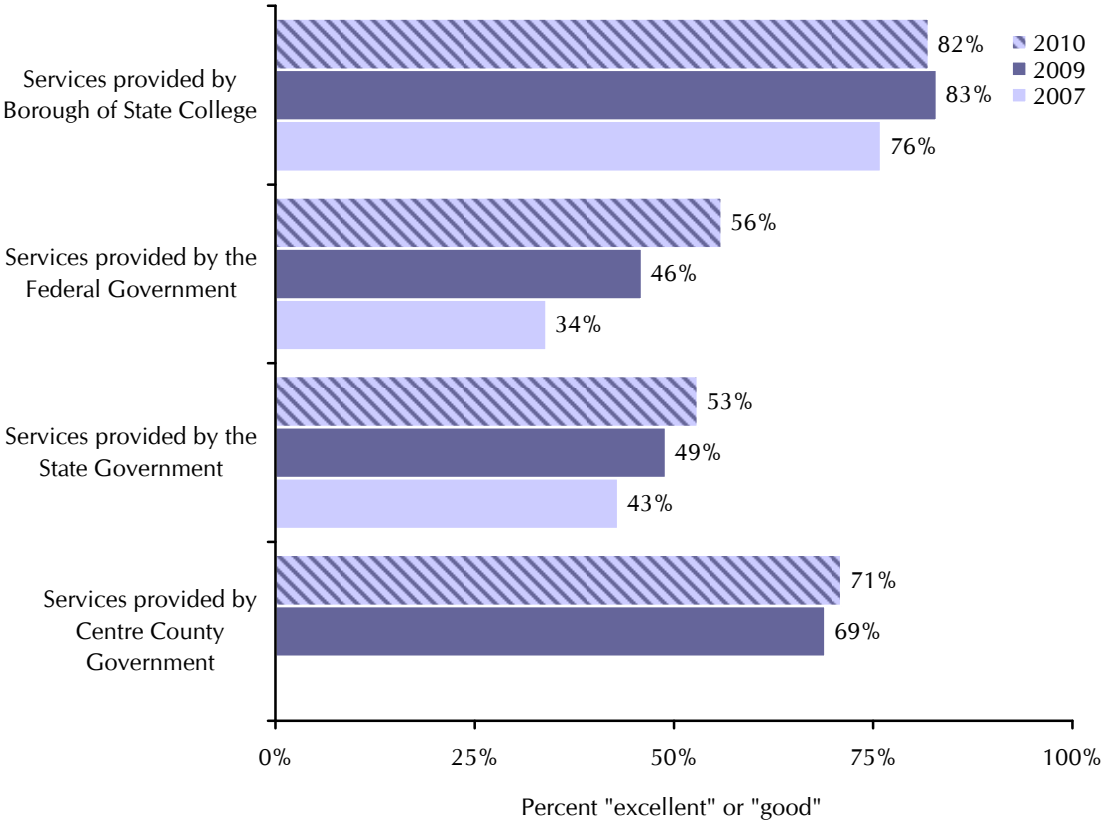


FIGURE 83: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Services provided by the Borough of State College	Much above	Much above
Services provided by the Federal Government	Much above	Much above
Services provided by the State Government	Much above	Much above
Services provided by Centre County Government	Much above	Much 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 38% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Borough employees were rated highly; 78% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the benchmarks and were similar to past survey years.

FIGURE 84: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH BOROUGH EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

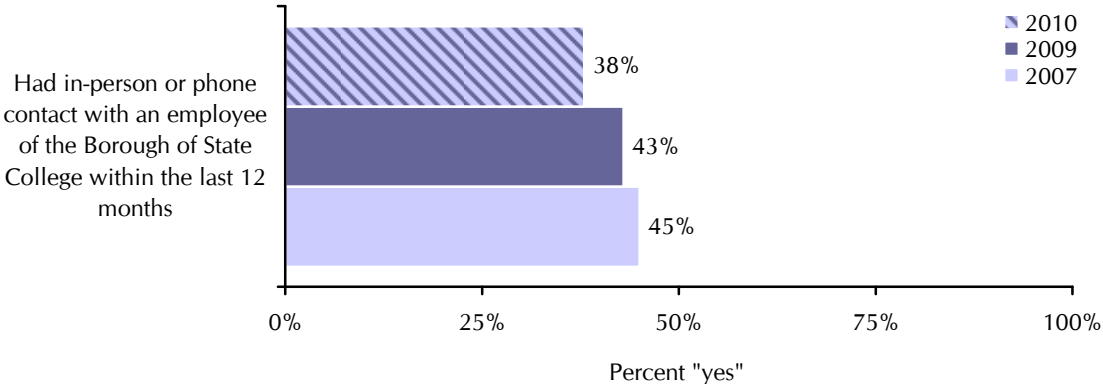


FIGURE 85: CONTACT WITH BOROUGH EMPLOYEES BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Had contact with Borough employee(s) in last 12 months	Much less	Much less

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

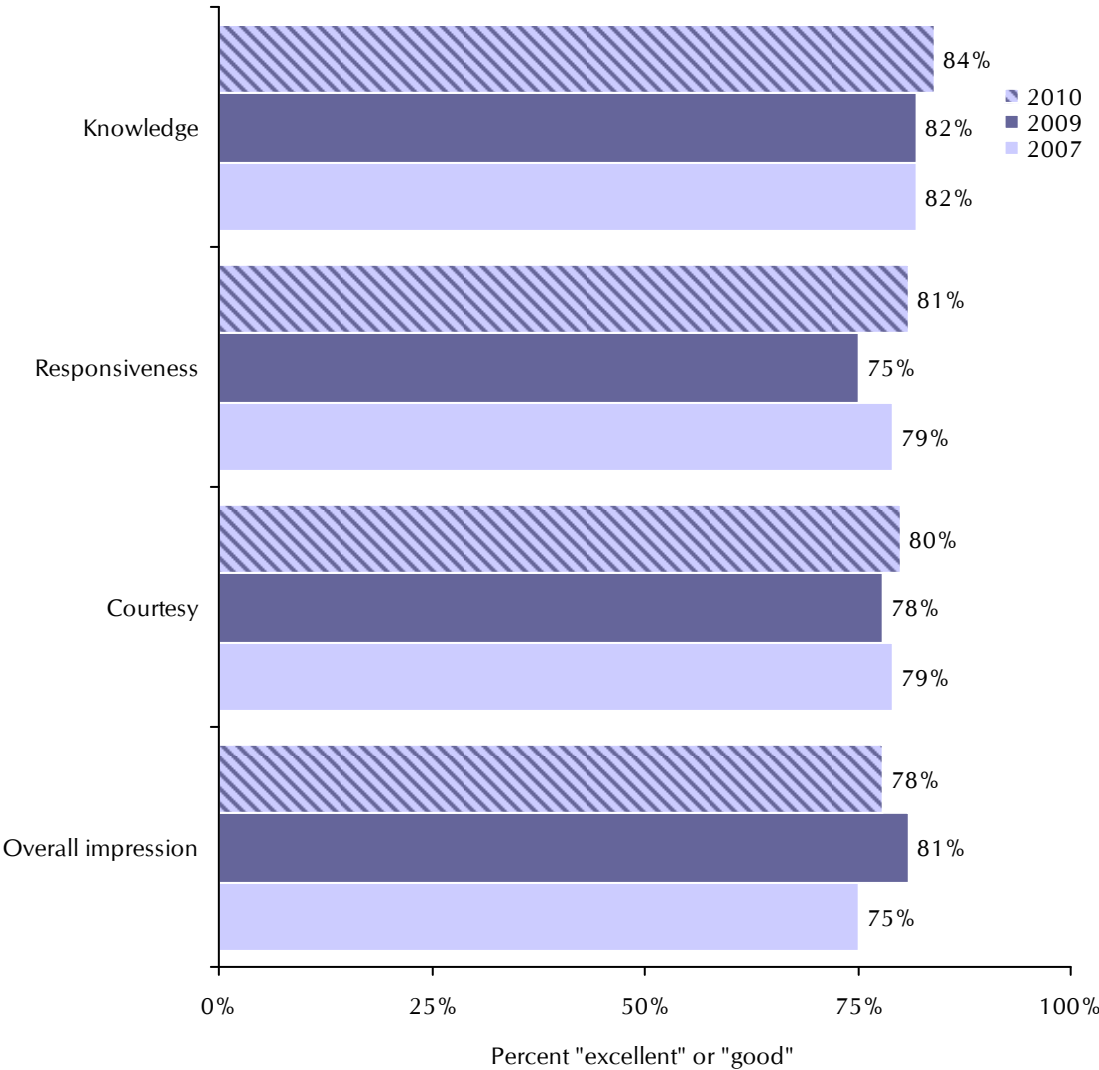


FIGURE 87: RATINGS OF BOROUGH EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	University Communities with populations 25,000 to 99,999 comparison
Knowledge	Above	Much above
Responsiveness	Much above	Much above
Courteousness	Above	Much above
Overall impression	Much above	Much above

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

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

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

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

A KDA was conducted for the 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. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- Drinking water
- Economic development
- Snow removal
- Traffic enforcement
- Code enforcement

BOROUGH OF STATE COLLEGE ACTION CHART

The 2010 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 national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the Borough.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

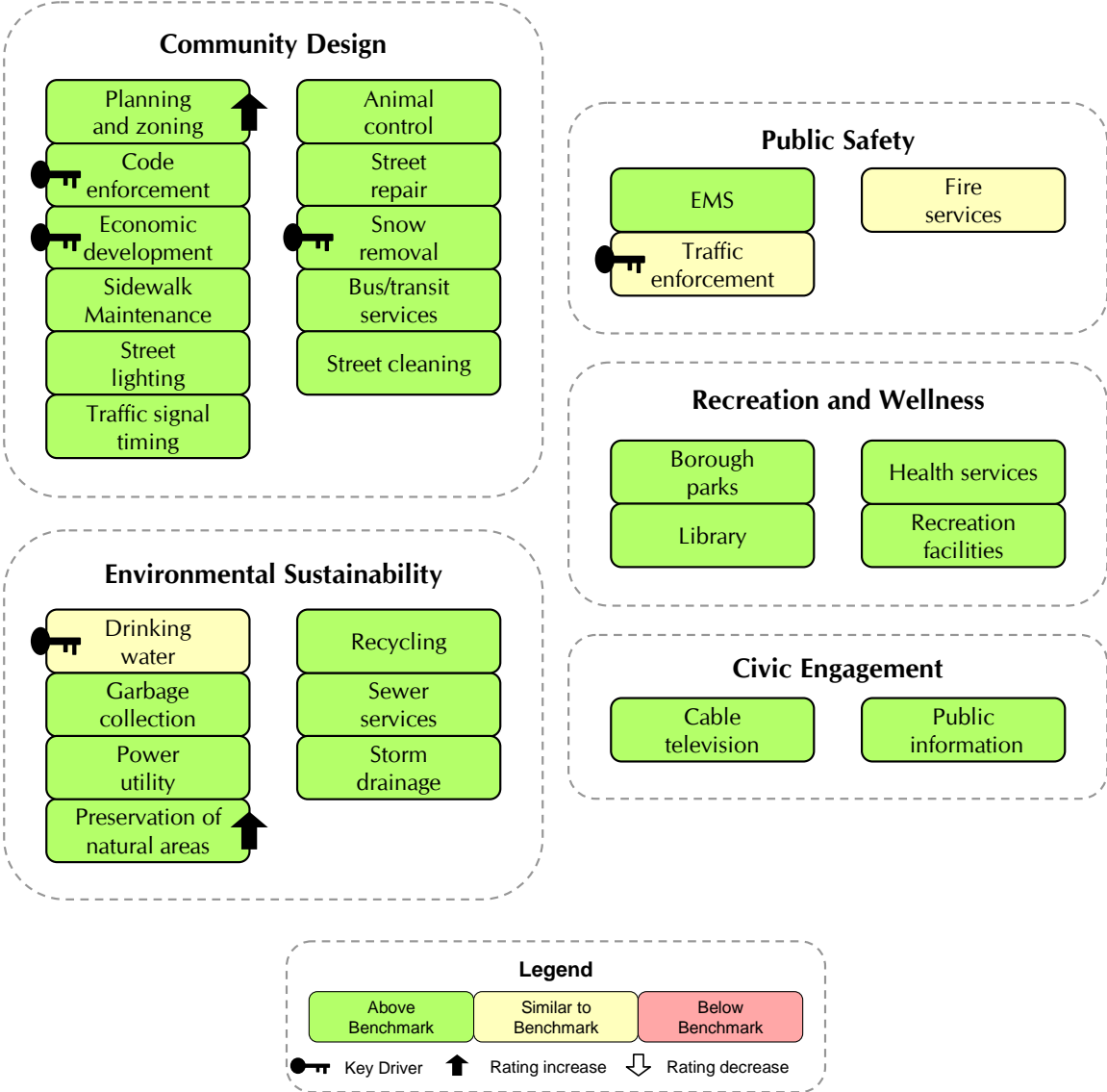
Twenty-seven services were included in the KDA for the Borough of State College. Of these, 24 were above the benchmark and three were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of State College, no key drivers were below the benchmark. Therefore, State College may wish to seek improvements to drinking water and traffic enforcement, 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 88: 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 dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

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

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

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

FIGURE 89: KEY DRIVERS COMPARED

Service	Borough of State College Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
Traffic enforcement	✓		
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
Snow removal	✓		
◦ Sidewalk maintenance			
◦ Traffic signal timing			
◦ Bus or transit services			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
• Drinking water	✓		✓
Sewer services			✓
◦ Power (electric and/or gas) utility			
◦ Borough parks			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
• Code enforcement	✓		✓
◦ Animal control			
• Economic development	✓	✓	
◦ Health services			
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

POLICY QUESTIONS

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

Policy Question 1, Part 1						
As part of the Borough’s sustainability initiatives, we are interested in improving both one-way and two-way communications with the members of the community. First, please tell us how frequently, if at all, in a typical month, you use each of the following social media tools. Then, indicate which of the tools, if any, you would use to communicate with the Borough by checking the box next to the item.	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Total
	Facebook	22%	7%	6%	11%	54%
YouTube	22%	19%	17%	25%	16%	100%
Blog sites/wiki	52%	13%	9%	13%	12%	100%
State College Borough Web site at www.statecollegepa.us	61%	33%	4%	2%	0%	100%
Linked In	79%	14%	5%	1%	1%	100%
Twitter	81%	7%	4%	2%	6%	100%
Google Buzz	84%	7%	3%	3%	2%	100%
MySpace	91%	6%	1%	1%	1%	100%

Policy Question 1, Part 2	
Indicate which of the tools, if any, you would use to communicate with the Borough (Check all that apply)	Percent of respondents
State College Borough Web site at www.statecollegepa.us	55%
Facebook	53%
Blog sites/wiki	25%
YouTube	16%
Twitter	14%
Google Buzz	7%
Linked In	4%
MySpace	2%
Total may exceed 100% as respondents could select more than one option	

Policy Question 2					
Please indicate the extent to which you agree or disagree with each of the following statements about your neighborhood:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
I feel at home in my neighborhood	41%	46%	8%	5%	100%
My neighborhood is clean and inviting	35%	44%	18%	3%	100%
My neighborhood has a good reputation	31%	46%	18%	5%	100%
My neighborhood is a safe place for children	30%	42%	17%	11%	100%
Properties in my neighborhood are well-kept	28%	49%	17%	6%	100%
Police frequently patrol my neighborhood	28%	39%	22%	11%	100%
I know my neighbors by name	19%	30%	19%	31%	100%
Most people in my neighborhood have lived here for years	17%	22%	26%	35%	100%
I am comfortable approaching my neighbors with any issues or problems I might have	16%	35%	30%	18%	100%
Living in a racially, socially and economically mixed community creates many problems for residents	6%	10%	25%	59%	100%

Policy Question 3					
The Borough may consider increasing the real estate tax rate or income tax rate to provide funds for each of the following potential affordable housing options. Please indicate to what degree you would support or oppose a tax increase for each of the following options:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Expanding the supply of affordable rental housing	42%	32%	12%	15%	100%
Financial assistance to develop workforce housing (housing for a family of four with \$49,000-\$70,000 in annual income)	23%	34%	21%	22%	100%
Purchasing rental properties and converting them to owner-occupied housing	17%	32%	24%	26%	100%

Question 18d: Policy Question 4	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
Yes	62%
No	38%
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	39%	50%	9%	1%	100%
Your neighborhood as a place to live	29%	50%	19%	2%	100%
State College as a place to raise children	32%	40%	18%	11%	100%
State College as a place to work	19%	43%	29%	9%	100%
State College as a place to retire	25%	32%	25%	18%	100%
The overall quality of life in State College	28%	60%	11%	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	22%	45%	27%	6%	100%
Openness and acceptance of the community towards people of diverse backgrounds	25%	44%	24%	8%	100%
Overall appearance of State College	32%	55%	12%	1%	100%
Cleanliness of State College	31%	53%	14%	2%	100%
Overall quality of new development in State College	17%	43%	31%	8%	100%
Variety of housing options	19%	33%	37%	11%	100%
Overall quality of business and service establishments in State College	18%	48%	29%	5%	100%
Shopping opportunities	13%	29%	35%	23%	100%
Opportunities to attend cultural activities	30%	39%	24%	7%	100%
Recreational opportunities	30%	42%	21%	6%	100%
Employment opportunities	12%	37%	34%	17%	100%
Educational opportunities	64%	31%	4%	1%	100%
Opportunities to participate in social events and activities	35%	44%	19%	3%	100%
Opportunities to participate in religious or spiritual events and activities	34%	47%	17%	2%	100%
Opportunities to volunteer	40%	41%	17%	2%	100%
Opportunities to participate in community matters	23%	44%	26%	8%	100%
Ease of car travel in State College	19%	38%	30%	13%	100%
Ease of bus travel in State College	28%	47%	21%	3%	100%
Ease of bicycle travel in State College	23%	45%	23%	9%	100%
Ease of walking in State College	51%	36%	10%	2%	100%
Availability of paths and walking trails	37%	43%	17%	4%	100%
Traffic flow on major streets	7%	43%	33%	16%	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
Amount of public parking	8%	25%	32%	34%	100%
Availability of affordable quality housing	6%	31%	42%	22%	100%
Availability of affordable quality child care	10%	41%	38%	11%	100%
Availability of affordable quality health care	12%	44%	33%	12%	100%
Availability of affordable quality food	20%	50%	23%	7%	100%
Availability of preventive health services	13%	51%	28%	8%	100%
Air quality	36%	50%	12%	2%	100%
Quality of overall natural environment in State College	38%	50%	12%	1%	100%
Overall image or reputation of State College	33%	47%	15%	4%	100%
Appearance of Parks	36%	51%	12%	1%	100%
Range of park and recreation activities	27%	52%	19%	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	1%	3%	63%	28%	4%	100%
Retail growth (stores, restaurants, etc.)	6%	36%	49%	7%	2%	100%
Jobs growth	20%	49%	30%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in State College?	Percent of respondents
Not a problem	36%
Minor problem	50%
Moderate problem	12%
Major problem	2%
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)	51%	33%	7%	8%	1%	100%
Property crimes (e.g., burglary, theft)	32%	41%	13%	12%	2%	100%
Environmental hazards, including toxic waste	62%	28%	7%	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	91%	8%	1%	0%	0%	100%
In your neighborhood after dark	38%	45%	8%	7%	1%	100%
In State College's downtown area during the day	84%	14%	1%	1%	0%	100%
In State College's downtown area after dark	29%	40%	15%	13%	3%	100%
In State College's parks during the day	78%	20%	2%	0%	0%	100%
In State College's parks after dark	24%	33%	20%	18%	5%	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	91%
Yes	9%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	41%
Yes	59%
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	49%	19%	17%	7%	8%	100%
Participated in a recreation program or activity	45%	29%	18%	4%	4%	100%
Visited a neighborhood park or Borough park	13%	30%	34%	13%	10%	100%
Ridden a CATA within State College	16%	13%	18%	11%	42%	100%
Attended a meeting of local elected officials or other local public meeting	82%	13%	4%	1%	0%	100%
Watched a meeting of local elected officials or other Borough-sponsored public meeting on cable television, the Internet or other media	67%	18%	10%	4%	0%	100%
Read State College Newsletter	32%	30%	25%	5%	9%	100%
Visited the Borough of State College Web site (at www.statecollegepa.us)	47%	24%	22%	3%	3%	100%
Recycled used paper, cans or bottles from your home	8%	4%	11%	13%	65%	100%
Volunteered your time to some group or activity in State College	41%	23%	20%	7%	9%	100%
Participated in religious or spiritual activities in State College	54%	15%	11%	6%	14%	100%
Participated in a club or civic group in State College	60%	14%	11%	6%	9%	100%
Provided help to a friend or neighbor	7%	22%	38%	14%	20%	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	13%
Several times a week	23%
Several times a month	21%
Less than several times a month	43%
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	29%	52%	15%	3%	100%
Fire services	45%	46%	8%	1%	100%
Ambulance or emergency medical services	44%	48%	7%	1%	100%
Crime prevention	21%	50%	24%	5%	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in State College:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	27%	50%	18%	4%	100%
Traffic enforcement	18%	45%	28%	9%	100%
Street repair	11%	43%	37%	9%	100%
Street cleaning	28%	53%	17%	3%	100%
Street lighting	20%	46%	22%	12%	100%
Snow removal	25%	41%	24%	10%	100%
Sidewalk maintenance	18%	48%	28%	7%	100%
Traffic signal timing	13%	43%	31%	13%	100%
Bus or transit services	37%	47%	14%	2%	100%
Garbage collection	42%	50%	8%	1%	100%
Recycling	35%	43%	16%	6%	100%
Yard waste pick-up	35%	39%	21%	4%	100%
Storm drainage	25%	48%	23%	5%	100%
Drinking water	23%	39%	25%	14%	100%
Sewer services	28%	54%	16%	2%	100%
Power (electric and/or gas) utility	25%	52%	18%	4%	100%
Borough parks	38%	52%	8%	1%	100%
Recreation programs or classes	23%	55%	19%	2%	100%
Recreation centers or facilities	23%	54%	19%	3%	100%
Land use, planning and zoning	11%	46%	35%	8%	100%
Code enforcement (weeds, abandoned buildings, etc)	19%	49%	25%	7%	100%
Animal control	25%	51%	18%	5%	100%
Economic development	15%	46%	34%	6%	100%
Health services	19%	54%	22%	5%	100%
Services to seniors	28%	54%	15%	3%	100%
Services to youth	23%	51%	19%	7%	100%
Services to low-income people	16%	38%	31%	15%	100%
Public library services	44%	44%	11%	1%	100%
Public information services	22%	53%	23%	3%	100%
Public schools	44%	40%	16%	1%	100%
Cable television	18%	45%	25%	12%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	44%	29%	9%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	22%	48%	24%	6%	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	21%	62%	15%	2%	100%
The Federal Government	8%	48%	32%	11%	100%
The State Government	9%	45%	35%	12%	100%
Centre County Government	12%	59%	26%	4%	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	62%
Yes	38%
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	36%	48%	13%	3%	100%
Responsiveness	40%	40%	13%	7%	100%
Courtesy	45%	35%	10%	10%	100%
Overall impression	40%	39%	16%	6%	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	14%	45%	32%	9%	100%
The overall direction that State College is taking	13%	54%	26%	7%	100%
The job State College government does at welcoming citizen involvement	13%	43%	31%	13%	100%
The job State College does at listening to citizens	9%	43%	32%	16%	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	41%	44%	10%	5%	100%
Remain in State College for the next five years	23%	19%	19%	40%	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	2%
Somewhat positive	13%
Neutral	58%
Somewhat negative	22%
Very negative	4%
Total	100%

Question 18a: Policy Question 1, Part 1						
As part of the Borough's sustainability initiatives, we are interested in improving both one-way and two-way communications with the members of the community. First, please tell us how frequently, if at all, in a typical month, you use each of the following social media tools. Then, indicate which of the tools, if any, you would use to communicate with the Borough by checking the box next to the item.	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Total
	MySpace	91%	6%	1%	1%	1%
Facebook	22%	7%	6%	11%	54%	100%
Twitter	81%	7%	4%	2%	6%	100%
State College Borough Web site at www.statecollegepa.us	61%	33%	4%	2%	0%	100%
YouTube	22%	19%	17%	25%	16%	100%
Linked In	79%	14%	5%	1%	1%	100%
Google Buzz	84%	7%	3%	3%	2%	100%
Blog sites/wiki	52%	13%	9%	13%	12%	100%

Question 18a: Policy Question 1, Part 2	
Indicate which of the tools, if any, you would use to communicate with the Borough (Check all that apply)	Percent of respondents
MySpace	2%
Facebook	53%
Twitter	14%
State College Borough Web site at www.statecollegepa.us	55%
YouTube	16%
Linked In	4%
Google Buzz	7%
Blog sites/wiki	25%
Total may exceed 100% as respondents could select more than one option	

Question 18b: Policy Question 2					
Please indicate the extent to which you agree or disagree with each of the following statements about your neighborhood:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
I feel at home in my neighborhood	41%	46%	8%	5%	100%
I know my neighbors by name	19%	30%	19%	31%	100%
My neighborhood has a good reputation	31%	46%	18%	5%	100%
My neighborhood is clean and inviting	35%	44%	18%	3%	100%
Properties in my neighborhood are well-kept	28%	49%	17%	6%	100%
Most people in my neighborhood have lived here for years	17%	22%	26%	35%	100%
I am comfortable approaching my neighbors with any issue or problems I might have	16%	35%	30%	18%	100%
My neighborhood is a safe place for children	30%	42%	17%	11%	100%
Police frequently patrol my neighborhood	28%	39%	22%	11%	100%
Living in a racially, socially and economically mixed community creates many problems for residents	6%	10%	25%	59%	100%

Question 18c: Policy Question 3					
The Borough may consider increasing the real estate tax or income tax rate to provide funds for each of the following potential affordable housing options. Please indicate to what degree you would support or oppose a tax increase for each of the following options:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Financial assistance to develop workforce housing (housing for a family of four with \$49,000-\$70,000 in annual income)	23%	34%	21%	22%	100%
Purchasing rental properties and converting them to owner-occupied housing	17%	32%	24%	26%	100%
Expanding the supply of affordable rental housing	42%	32%	12%	15%	100%

Question 18d: Policy Question 4	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
Yes	62%
No	38%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	37%
Yes, full-time	34%
Yes, part-time	28%
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	43%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	6%
Bus, rail, subway or other public transportation	10%
Walk	30%
Bicycle	7%
Work at home	4%
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	47%
6 to 10 years	10%
11 to 20 years	8%
More than 20 years	10%
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	17%
House attached to one or more houses (e.g., a duplex or townhome)	10%
Building with two or more apartments or condominiums	72%
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	77%
Owned by you or someone in this house with a mortgage or free and clear	23%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	31%
\$600 to \$999 per month	43%
\$1,000 to \$1,499 per month	14%
\$1,500 to \$2,499 per month	8%
\$2,500 or more per month	2%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	91%
Yes	9%
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	90%
Yes	10%
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	19%
\$50,000 to \$99,999	16%
\$100,000 to \$149,000	6%
\$150,000 or more	4%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
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	1%
Asian, Asian Indian or Pacific Islander	13%
Black or African American	1%
White	85%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	50%
25 to 34 years	30%
35 to 44 years	4%
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	24%
Yes	69%
Ineligible to vote	7%
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	23%
Yes	68%
Ineligible to vote	9%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	75%
Yes	25%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	25%
Land line	56%
Both	19%
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	39%	299	50%	382	9%	72	1%	10	0%	0	100%
Your neighborhood as a place to live	29%	218	50%	377	19%	146	2%	15	0%	2	100%	759
State College as a place to raise children	26%	195	32%	245	15%	111	9%	65	19%	143	100%	759
State College as a place to work	18%	134	40%	299	27%	201	9%	66	7%	56	100%	755
State College as a place to retire	20%	148	25%	185	19%	143	14%	105	23%	172	100%	754
The overall quality of life in State College	28%	214	59%	453	11%	84	1%	8	0%	3	100%	763

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	21%	161	44%	332	26%	194	6%	44	3%	20	100%
Openness and acceptance of the community towards people of diverse backgrounds	24%	183	42%	319	23%	172	7%	57	3%	26	100%	757
Overall appearance of State College	32%	240	55%	417	12%	93	1%	7	0%	0	100%	757
Cleanliness of State College	31%	232	53%	399	14%	103	2%	18	0%	4	100%	757
Overall quality of new development in State College	16%	117	39%	291	27%	207	8%	57	11%	82	100%	754
Variety of housing options	18%	139	31%	237	35%	262	11%	80	5%	37	100%	756
Overall quality of business and service establishments in State College	18%	136	47%	356	29%	218	5%	36	1%	10	100%	757
Shopping opportunities	13%	95	29%	221	35%	264	23%	174	1%	5	100%	759
Opportunities to attend cultural activities	29%	220	37%	280	23%	176	6%	48	5%	34	100%	758
Recreational opportunities	30%	224	41%	313	21%	157	6%	46	2%	16	100%	757
Employment opportunities	10%	79	33%	247	30%	228	15%	112	12%	87	100%	753
Educational opportunities	64%	481	31%	233	4%	27	1%	6	1%	9	100%	755

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	33%	250	42%	319	18%	137	3%	19	4%	31	100%
Opportunities to participate in religious or spiritual events and activities	27%	208	39%	292	14%	107	2%	11	18%	137	100%	755
Opportunities to volunteer	36%	272	36%	275	15%	114	2%	16	10%	79	100%	755
Opportunities to participate in community matters	19%	144	37%	282	22%	164	7%	50	15%	112	100%	752
Ease of car travel in State College	18%	139	38%	284	29%	221	13%	98	2%	14	100%	755
Ease of bus travel in State College	25%	192	43%	327	20%	148	3%	24	9%	64	100%	756
Ease of bicycle travel in State College	19%	141	37%	279	19%	139	7%	56	18%	137	100%	752
Ease of walking in State College	51%	385	36%	273	10%	78	2%	13	0%	3	100%	752
Availability of paths and walking trails	36%	268	41%	310	16%	122	4%	27	3%	26	100%	752
Traffic flow on major streets	7%	56	43%	327	33%	250	16%	119	1%	4	100%	756
Amount of public parking	8%	60	24%	183	31%	236	34%	252	2%	19	100%	750
Availability of affordable quality housing	5%	38	28%	208	38%	284	20%	148	10%	76	100%	753
Availability of affordable quality child care	3%	24	14%	103	13%	97	4%	28	66%	490	100%	743
Availability of affordable quality health care	8%	57	28%	210	21%	157	7%	55	36%	265	100%	743
Availability of affordable quality food	19%	146	49%	374	22%	167	7%	55	2%	15	100%	758
Availability of preventive health services	9%	66	33%	250	19%	139	5%	38	34%	257	100%	749
Air quality	35%	262	48%	365	11%	87	2%	17	3%	25	100%	756
Quality of overall natural environment in State College	38%	283	49%	371	12%	87	1%	6	0%	3	100%	750
Overall image or reputation of State College	33%	250	47%	354	15%	115	4%	29	1%	10	100%	758
Appearance of Parks	34%	255	47%	357	11%	83	1%	4	7%	56	100%	755
Range of park and recreation activities	23%	176	45%	343	16%	123	2%	14	13%	99	100%	756

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	1%	5	2%	16	40%	306	18%	137	3%	20	36%	272	100%
Retail growth (stores, restaurants, etc.)	5%	37	29%	220	40%	301	6%	44	1%	11	19%	144	100%	756
Jobs growth	12%	93	29%	221	18%	135	1%	4	0%	1	40%	299	100%	754

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	33%	247
Minor problem	46%	341
Moderate problem	11%	83
Major problem	2%	12
Don't know	9%	64
Total	100%	747

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)	50%	378	33%	249	7%	56	7%	56	1%	6	1%	9	100%
Property crimes (e.g., burglary, theft)	32%	240	40%	304	12%	93	12%	89	2%	17	2%	12	100%	755
Environmental hazards, including toxic waste	59%	446	27%	200	7%	51	2%	18	0%	1	5%	36	100%	753

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	90%	682	8%	62	1%	5	0%	3	0%	0	0%	4	100%
In your neighborhood after dark	38%	288	44%	335	8%	63	7%	55	1%	9	1%	5	100%	755
In State College's downtown area during the day	84%	635	14%	103	1%	9	1%	4	0%	1	0%	2	100%	755
In State College's downtown area after dark	29%	215	39%	297	15%	109	13%	97	3%	24	1%	10	100%	751
In State College's parks during the day	70%	523	18%	135	2%	15	0%	1	0%	0	10%	72	100%	746
In State College's parks after dark	17%	131	25%	185	15%	110	14%	102	4%	27	26%	195	100%	749

Question 7: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	672
Yes	9%	66
Don't know	2%	14
Total	100%	751

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	40%	26
Yes	58%	38
Don't know	2%	1
Total	100%	66

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	49%	369	19%	147	17%	128	7%	56	8%	58	100%
Participated in a recreation program or activity	45%	336	29%	219	18%	136	4%	26	4%	28	100%	745
Visited a neighborhood park or Borough park	13%	96	30%	229	34%	255	13%	95	10%	76	100%	752
Ridden a CATA within State College	16%	123	13%	97	18%	131	11%	86	42%	311	100%	747
Attended a meeting of local elected officials or other local public meeting	82%	614	13%	97	4%	31	1%	7	0%	1	100%	751
Watched a meeting of local elected officials or other Borough-sponsored public meeting on cable television, the Internet or other media	67%	505	18%	137	10%	76	4%	30	0%	1	100%	749
Read State College Newsletter	32%	237	30%	223	25%	188	5%	39	9%	65	100%	752
Visited the Borough of State College Web site (at www.statecollegepa.us)	47%	352	24%	181	22%	163	3%	24	3%	23	100%	743
Recycled used paper, cans or bottles from your home	8%	60	4%	28	11%	79	13%	95	65%	482	100%	744
Volunteered your time to some group or activity in State College	41%	306	23%	169	20%	146	7%	55	9%	70	100%	746
Participated in religious or spiritual activities in State College	54%	405	15%	113	11%	80	6%	47	14%	106	100%	751
Participated in a club or civic group in State College	60%	446	14%	108	11%	84	6%	46	9%	64	100%	749
Provided help to a friend or neighbor	7%	51	22%	164	38%	286	14%	103	20%	149	100%	753

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	13%	99
Several times a week	23%	173
Several times a month	21%	160
Less than several times a month	43%	324
Total	100%	755

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%	183	44%	330	13%	97	3%	22	15%	112	100%
Fire services	31%	227	32%	235	5%	40	1%	5	32%	235	100%	743
Ambulance or emergency medical services	29%	217	32%	239	5%	36	1%	5	33%	246	100%	743
Crime prevention	17%	125	39%	293	19%	144	4%	27	21%	153	100%	741
Fire prevention and education	17%	122	30%	223	11%	82	2%	17	39%	290	100%	733
Traffic enforcement	16%	117	40%	298	25%	188	8%	58	11%	78	100%	738
Street repair	11%	80	42%	310	36%	264	8%	62	3%	21	100%	738
Street cleaning	27%	200	51%	380	16%	120	3%	20	3%	22	100%	742
Street lighting	20%	148	46%	339	22%	160	12%	87	1%	6	100%	740
Snow removal	24%	181	40%	300	24%	179	10%	77	1%	4	100%	741
Sidewalk maintenance	18%	130	47%	349	28%	205	7%	50	1%	7	100%	741
Traffic signal timing	13%	93	42%	310	30%	226	13%	97	2%	17	100%	743
Bus or transit services	34%	249	43%	318	13%	93	2%	17	9%	65	100%	742
Garbage collection	39%	288	46%	344	7%	54	1%	8	7%	50	100%	743
Recycling	33%	248	41%	301	15%	115	6%	42	5%	36	100%	743
Yard waste pick-up	23%	174	26%	192	14%	104	3%	20	34%	253	100%	743
Storm drainage	19%	143	38%	281	18%	132	4%	26	22%	161	100%	744
Drinking water	22%	165	38%	281	24%	182	13%	99	2%	16	100%	743

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	
	Sewer services	21%	158	42%	311	13%	93	1%	11	23%	168	100%
Power (electric and/or gas) utility	24%	180	50%	370	17%	125	4%	30	5%	35	100%	741
Borough parks	35%	258	48%	352	8%	56	1%	7	9%	67	100%	739
Recreation programs or classes	13%	94	30%	221	10%	77	1%	9	46%	340	100%	741
Recreation centers or facilities	14%	108	34%	253	12%	89	2%	16	37%	276	100%	742
Land use, planning and zoning	8%	58	32%	238	25%	182	6%	42	30%	221	100%	742
Code enforcement (weeds, abandoned buildings, etc)	13%	97	34%	250	17%	128	5%	36	31%	230	100%	742
Animal control	16%	121	33%	246	12%	88	3%	24	35%	262	100%	741
Economic development	11%	81	34%	252	25%	185	4%	31	26%	192	100%	741
Health services	14%	107	41%	308	16%	122	4%	28	24%	178	100%	743
Services to seniors	11%	80	21%	154	6%	44	1%	8	62%	457	100%	742
Services to youth	11%	82	25%	184	9%	70	3%	25	51%	380	100%	741
Services to low-income people	7%	51	17%	123	14%	100	7%	50	56%	413	100%	737
Public library services	34%	253	35%	258	9%	64	1%	5	22%	160	100%	741
Public information services	15%	115	36%	270	16%	116	2%	13	31%	226	100%	741
Public schools	25%	185	22%	167	9%	65	0%	3	43%	323	100%	744
Cable television	16%	117	40%	298	22%	166	10%	76	11%	83	100%	741
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	64	21%	156	14%	105	4%	31	51%	377	100%	733
Preservation of natural areas such as open space, farmlands and greenbelts	18%	131	38%	279	19%	139	4%	33	21%	152	100%	735

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%	134	54%	398	13%	99	2%	15	13%	97	100%
The Federal Government	7%	49	37%	277	25%	187	9%	66	22%	163	100%	743
The State Government	7%	48	34%	253	27%	197	9%	68	24%	174	100%	741
Centre County Government	8%	62	42%	308	18%	134	3%	20	29%	218	100%	741

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	62%	460
Yes	38%	284
Total	100%	744

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	35%	100	47%	134	13%	37	2%	7	2%	5	100%
Responsiveness	40%	114	40%	114	13%	36	7%	20	0%	0	100%	284
Courtesy	45%	129	35%	98	10%	28	10%	29	0%	0	100%	284
Overall impression	40%	113	39%	110	16%	45	6%	16	0%	0	100%	284

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	10%	78	33%	248	24%	178	6%	48	27%	200	100%
The overall direction that State College is taking	11%	80	45%	336	22%	164	6%	45	17%	126	100%	751
The job State College government does at welcoming citizen involvement	9%	68	31%	234	22%	166	10%	72	28%	209	100%	749
The job State College does at listening to citizens	6%	45	28%	213	21%	157	10%	78	34%	259	100%	751

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	41%	304	43%	323	10%	74	5%	37	2%	13	100%
Remain in State College for the next five years	22%	166	18%	135	18%	135	39%	291	3%	24	100%	751

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	2%	17
Somewhat positive	13%	96
Neutral	58%	436
Somewhat negative	22%	166
Very negative	4%	31
Total	100%	746

Question 18a: Policy Question 1, Part 1													
As part of the Borough’s sustainability initiatives, we are interested in improving both one-way and two-way communications with the members of the community. First, please tell us how frequently, if at all, in a typical month, you use each of the following social media tools. Then, indicate which of the tools, if any, you would use to communicate with the Borough by checking the box next to the item.	Never		1-3 times a month		Once a week		Multiple times a week		Daily		Total		
	MySpace	91%	675	6%	46	1%	5	1%	4	1%	11	100%	741
Facebook	22%	166	7%	54	6%	41	11%	83	54%	400	100%	744	
Twitter	81%	594	7%	54	4%	29	2%	17	6%	44	100%	737	
State College Borough Web site at www.statecollegepa.us	61%	450	33%	245	4%	28	2%	14	0%	0	100%	736	
YouTube	22%	159	19%	143	17%	129	25%	188	16%	121	100%	740	
Linked In	79%	583	14%	101	5%	35	1%	10	1%	7	100%	736	
Google Buzz	84%	621	7%	54	3%	24	3%	25	2%	13	100%	737	
Blog sites/wiki	52%	388	13%	95	9%	67	13%	99	12%	92	100%	740	

Question 18a: Policy Question 1, Part 2		
Indicate which of the tools, if any, you would use to communicate with the Borough (Check all that apply)	Percent of respondents	Count
MySpace	2%	9
Facebook	53%	228
Twitter	14%	61
State College Borough Web site at www.statecollegepa.us	55%	235
YouTube	16%	71
Linked In	4%	17
Google Buzz	7%	28
Blog sites/wiki	25%	106

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

Question 18b: Policy Question 2												
Please indicate the extent to which you agree or disagree with each of the following statements about your neighborhood:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	I feel at home in my neighborhood	41%	308	45%	341	8%	60	5%	35	1%	10	100%
I know my neighbors by name	19%	140	29%	219	18%	139	30%	228	4%	27	100%	753
My neighborhood has a good reputation	28%	208	42%	311	16%	123	4%	30	10%	76	100%	750
My neighborhood is clean and inviting	34%	254	43%	325	18%	133	3%	24	2%	14	100%	751
Properties in my neighborhood are well-kept	27%	203	48%	358	17%	124	6%	43	3%	23	100%	751
Most people in my neighborhood have lived here for years	14%	103	18%	132	21%	158	28%	208	20%	148	100%	750
I am comfortable approaching my neighbors with any issues or problems I might have	15%	111	32%	244	28%	208	17%	127	8%	62	100%	752
My neighborhood is a safe place for children	26%	197	37%	274	15%	109	10%	74	12%	93	100%	747
Police frequently patrol my neighborhood	24%	176	33%	249	19%	140	9%	70	15%	108	100%	743
Living in a racially, socially and economically mixed community creates many problems for residents	5%	38	9%	70	23%	172	53%	398	9%	68	100%	747

Question 18c: Policy Question 3												
The Borough may consider increasing the real estate tax rate or income tax rate to provide funds for each of the following potential affordable housing options. Please indicate to what degree you would support or oppose a tax increase for each of the following options:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Financial assistance to develop workforce housing (housing for a family of four with \$49,000-\$70,000 in annual income)	18%	132	27%	201	17%	124	17%	128	22%	164	100%
Purchasing rental properties and converting them to owner-occupied housing	13%	99	25%	186	18%	138	20%	152	23%	173	100%	747
Expanding the supply of affordable rental housing	36%	266	28%	204	10%	74	13%	96	13%	97	100%	737

Question 18d: Policy Question 2		
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents	Count
Yes	62%	460
No	38%	286
Total	100%	745

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	37%	282
Yes, full-time	34%	258
Yes, part-time	28%	215
Total	100%	754

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	43%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	6%
Bus, rail, subway or other public transportation	10%
Walk	30%
Bicycle	7%
Work at home	4%
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%	190
2 to 5 years	47%	354
6 to 10 years	10%	77
11 to 20 years	8%	62
More than 20 years	10%	79
Total	100%	761

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	17%	129
House attached to one or more houses (e.g., a duplex or townhome)	10%	73
Building with two or more apartments or condominiums	72%	545
Mobile home	0%	1
Other	2%	13
Total	100%	761

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	77%	572
Owned by you or someone in this house with a mortgage or free and clear	23%	169
Total	100%	741

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	14
\$300 to \$599 per month	31%	233
\$600 to \$999 per month	43%	318
\$1,000 to \$1,499 per month	14%	106
\$1,500 to \$2,499 per month	8%	59
\$2,500 or more per month	2%	15
Total	100%	745

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	91%	687
Yes	9%	65
Total	100%	752

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	90%	686
Yes	10%	75
Total	100%	760

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%	399
\$25,000 to \$49,999	19%	135
\$50,000 to \$99,999	16%	115
\$100,000 to \$149,000	6%	42
\$150,000 or more	4%	31
Total	100%	722

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	738
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	15
Total	100%	753

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	1%	8
Asian, Asian Indian or Pacific Islander	13%	96
Black or African American	1%	10
White	85%	637
Other	3%	21
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	50%	373
25 to 34 years	30%	227
35 to 44 years	4%	31
45 to 54 years	6%	44
55 to 64 years	3%	23
65 to 74 years	3%	26
75 years or older	3%	25
Total	100%	750

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	48%	361
Male	52%	395
Total	100%	756

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	23%	172
Yes	68%	508
Ineligible to vote	7%	51
Don't know	3%	20
Total	100%	751

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	23%	170
Yes	67%	505
Ineligible to vote	9%	65
Don't know	2%	12
Total	100%	752

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	30
Yes	96%	727
Total	100%	757

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	75%	571
Yes	25%	186
Total	100%	756

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	25%	40
Land line	56%	89
Both	19%	31
Total	100%	160

APPENDIX B: SURVEY METHODOLOGY

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

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

SURVEY VALIDITY

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

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

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

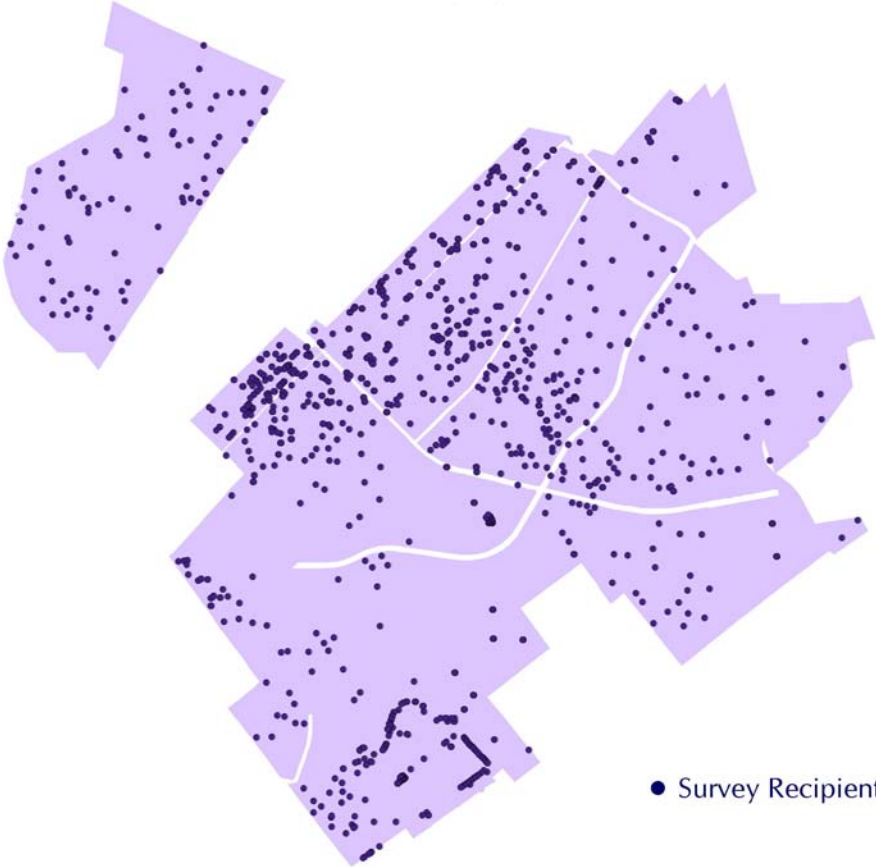
SURVEY SAMPLING

“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; 3,000 were selected to receive the survey. These 3,000 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 3,000 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.

FIGURE 90: LOCATION OF SURVEY RECIPIENTS

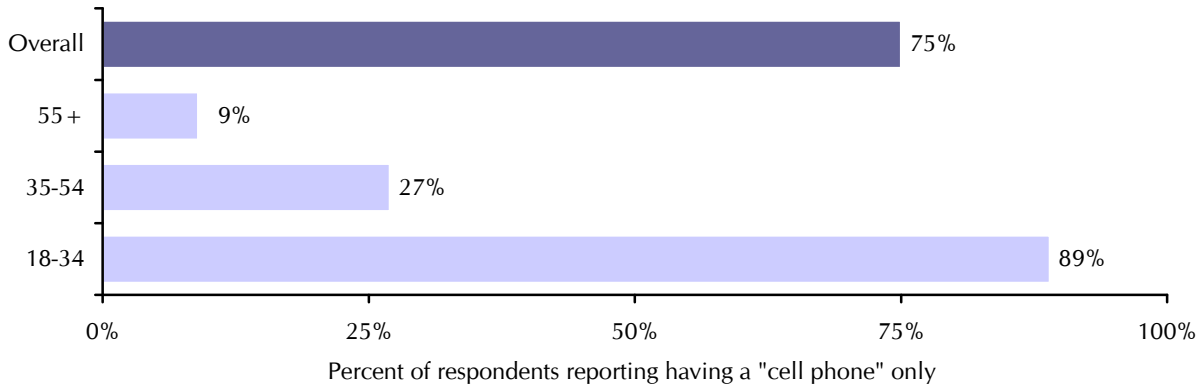
The National Citizen Survey™ Borough of State College, PA 2010



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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines were added to The NCS™ questionnaire. According to recent estimates, about 12 percent of all U.S. households have a cell phone but no landline. By the end of 2010, researchers predict that 40 percent of Americans 18 to 30 years old will have only a cell phone and no landline.³

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN STATE COLLEGE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 2, 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor and Borough 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

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the Borough of State College survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (763 completed surveys).

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

³ . Paul J. Lavrakas, Charles D. Shuttles, Charlotte Steeh, and Howard Fienberg, “The State of Surveying Cell Phone Numbers in the United States: 2007 and Beyond,” *Public Opinion Quarterly* 71, no. 5 (2007), 840-854.

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.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 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 sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The 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. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

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

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

State College Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	77%	76%	77%
Own home	23%	24%	23%
Detached unit	23%	20%	17%
Attached unit	77%	80%	83%
Race and Ethnicity			
White alone, not Hispanic	84%	83%	82%
Hispanic and/or other race	16%	17%	18%
Sex and Age			
Female	48%	52%	48%
Male	52%	48%	52%
18-34 years of age	82%	62%	80%
35-54 years of age	10%	15%	10%
55+ years of age	9%	23%	10%
Females 18-34	38%	31%	37%
Females 35-54	5%	8%	5%
Females 55+	5%	13%	6%
Males 18-34	44%	31%	43%
Males 35-54	5%	8%	5%
Males 55+	4%	9%	4%

⁴ 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 are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

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

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

The Role of Comparisons

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

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

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

Comparison of 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 25,000 to

99,999). 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 for quality ratings were available, the Borough of State College results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Borough of State College's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

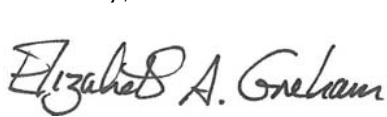
APPENDIX C: SURVEY MATERIALS

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

Dear 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,



Elizabeth A. Goreham
Mayor

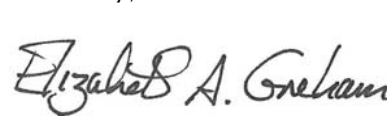


Ronald L. Filippelli
Council President

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Elizabeth A. Goreham
Mayor



Ronald L. Filippelli
Council President

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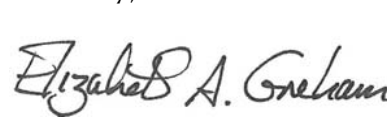


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Council President

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Sincerely,



Elizabeth A. Goreham
Mayor



Ronald L. Filippelli
Council President



STATE COLLEGE, PA

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

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



STATE COLLEGE, PA

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

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



STATE COLLEGE, PA

Borough of State College
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Presorted
First Class Mail
US Postage
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Permit NO. 94



STATE COLLEGE, PA

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 16801-4806

April 2010

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 2010 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 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,

Elizabeth A. Goreham
Mayor

Ronald L. Filippelli
Council President

Mayor: Elizabeth Goreham
Council President:
Borough Council:

Ronald L. Filippelli
Thomas E. Daubert
Theresa D. Lafer
Peter Morris

Donald M. Hahn
Silvi Lawrence
James L. Rosenberger

Phone (814) 234-7100
Fax (814) 231-3082
TDD (814) 234-7101
WEBSITE: www.statecollegepa.us



BOROUGH OF STATE COLLEGE

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

April 2010

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 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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Mayor

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Mayor:
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Borough Council:

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Donald M. Hahn
Silvi Lawrence
James L. Rosenberger

Phone (814) 234-7100
Fax (814) 231-3082
TDD (814) 234-7101
WEBSITE: www.statecollegepa.us

The Borough of State College 2010 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 Borough-sponsored public meeting on cable television, the Internet or other media.....	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
 Less than several times a month

The Borough of State College 2010 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
Power (electric and/or gas) utility	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:

	Excellent	Good	Fair	Poor	Don't know
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:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
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. As part of the Borough's sustainability initiatives, we are interested in improving both one-way and two-way communications with the members of the community. First, please tell us how frequently, if at all, in a typical month, you use each of the following social media tools. Then, indicate which of the tools, if any, you would use to communicate with the Borough by checking the box next to the item.**

	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Would use to communicate with the Borough (check all that apply)
MySpace.....	1	2	3	4	5	<input type="radio"/>
Facebook.....	1	2	3	4	5	<input type="radio"/>
Twitter.....	1	2	3	4	5	<input type="radio"/>
State College Borough Web site at www.statecollegepa.us.....	1	2	3	4	5	<input type="radio"/>
YouTube.....	1	2	3	4	5	<input type="radio"/>
Linked In.....	1	2	3	4	5	<input type="radio"/>
Google Buzz.....	1	2	3	4	5	<input type="radio"/>
Blog sites/wiki.....	1	2	3	4	5	<input type="radio"/>

- b. Please indicate the extent to which you agree or disagree with each of the following statements about your neighborhood:**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
I feel at home in my neighborhood.....	1	2	3	4	5
I know my neighbors by name.....	1	2	3	4	5
My neighborhood has a good reputation.....	1	2	3	4	5
My neighborhood is clean and inviting.....	1	2	3	4	5
Properties in my neighborhood are well-kept.....	1	2	3	4	5
Most people in my neighborhood have lived here for years.....	1	2	3	4	5
I am comfortable approaching my neighbors with any issues or problems I might have.....	1	2	3	4	5
My neighborhood is a safe place for children.....	1	2	3	4	5
Police frequently patrol my neighborhood.....	1	2	3	4	5
Living in a racially, socially and economically mixed community creates many problems for residents.....	1	2	3	4	5

- c. The Borough may consider increasing the real estate tax rate or income tax rate to provide funds for each of the following potential affordable housing options. Please indicate to what degree you would support or oppose a tax increase for each of the following options:**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Financial assistance to develop workforce housing (housing for a family of four with \$49,000-70,000 in annual income).....	1	2	3	4	5
Purchasing rental properties and converting them to owner-occupied housing.....	1	2	3	4	5
Expanding the supply of affordable rental housing.....	1	2	3	4	5

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

- Yes
 No

The Borough of State College 2010 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 Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

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



Borough of State College
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