



**BOROUGH OF
STATE COLLEGE, PA
2012**



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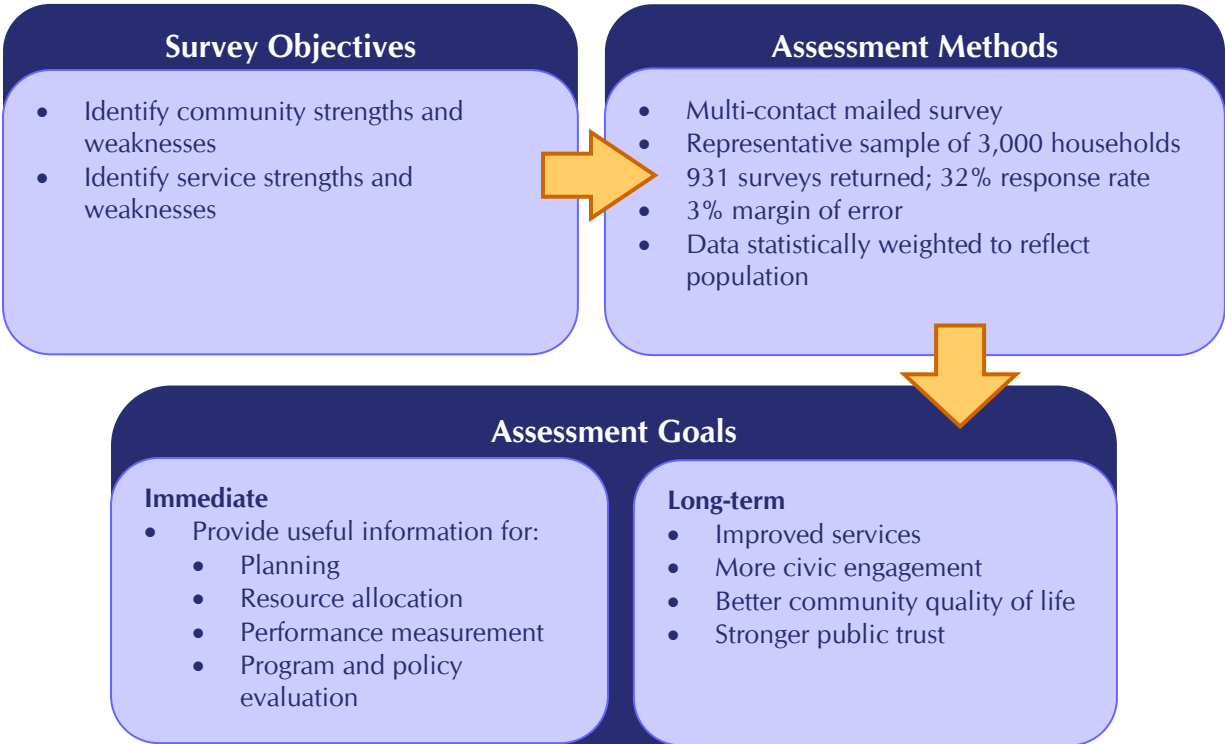
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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



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

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 931 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Borough of State College was developed in close cooperation with local jurisdiction staff. State College staff selected items from a menu of questions about services and community issues 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, crosstabulation of results and several custom 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 (931 completed surveys) is plus or minus three 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 57-63% 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 five 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 a population of 25,000 – 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 staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents 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 85% of respondents. About half reported they plan on staying in the Borough of State College for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were educational opportunities, ease of walking and the quality of overall natural environment. The three characteristics receiving the least positive ratings were shopping opportunities, 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, 25 were above the national benchmark comparison, two were similar to the national benchmark comparison and four were below.

Residents in State College were somewhat civically engaged. While only 18% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% 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 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. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to almost all local government services. Borough services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, 35 were above the benchmark comparison and three were similar to the benchmark comparison.

Respondents were asked to rate how frequently they participated in various activities in State College. The most popular activities included providing help to a friend or neighbor and recycling; while the least popular activities were attending meetings of local elected officials and watching a meeting of local elected officials or other Borough-sponsored public meeting. Generally, participation rates in the various activities in the community were higher than other communities.

When compared to the previous year’s survey, many features of State College improved. Some of the ratings that increased were for ease of bus travel, traffic flow on major streets, snow removal, and sidewalk maintenance. Only a few features saw decreased ratings, most notably the overall image or reputation of State College.

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:

- Code enforcement
- Garbage collection
- Police services
- Public information services

For all 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, a majority reported they would recommend the community to others and plan to stay for the next five years. The number of respondents planning on remaining in State college for the next five years increased when compared to the 2011 survey.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

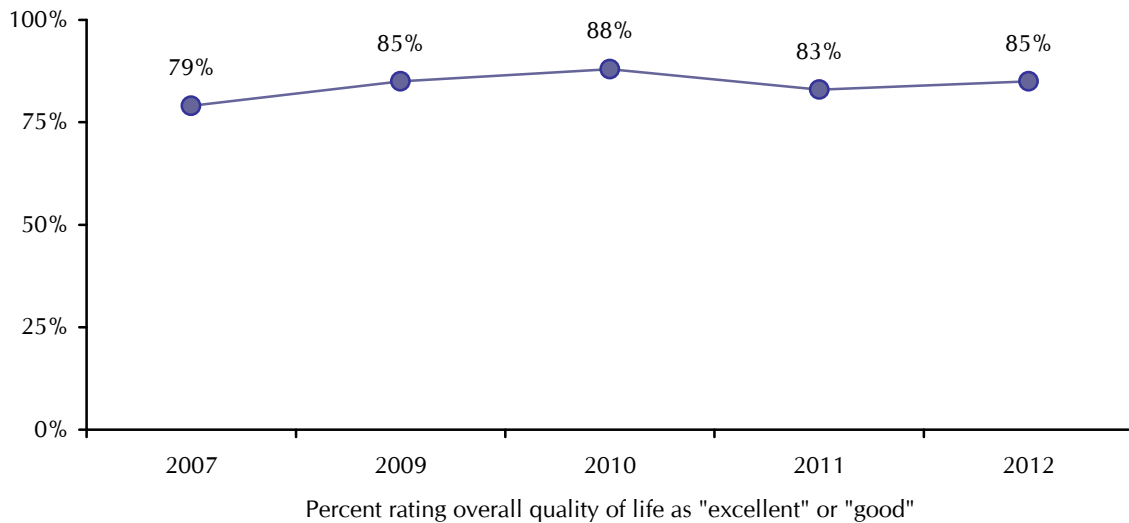


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

Ratings of Overall Community Quality by Year					
	2012	2011	2010	2009	2007
The overall quality of life in State College	85%	83%	88%	85%	79%
Your neighborhood as a place to live	80%	78%	79%	74%	78%
State College as a place to live	90%	88%	89%	87%	83%
Percent "excellent" or "good"					

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

Likelihood of Remaining in Community and Recommending Community by Year					
	2012	2011	2010	2009	2007
Recommend living in State College to someone who asks	85%	84%	85%	81%	NA
Remain in State College for the next five years	50%	42%	41%	44%	NA
Percent "somewhat" or "very" likely					

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be higher than the national and custom benchmark and similar to years past. Ratings for traffic flow on major streets however did increase in ratings compared to the previous year’s survey.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

Ratings of Transportation in Community by Year					
	2012	2011	2010	2009	2007
Ease of car travel in State College	63%	60%	57%	58%	56%
Ease of bus travel in State College	76%	70%	75%	72%	63%
Ease of bicycle travel in State College	69%	68%	68%	63%	49%
Ease of walking in State College	89%	89%	88%	91%	80%
Availability of paths and walking trails	83%	79%	80%	76%	NA
Traffic flow on major streets	52%	46%	51%	41%	NA
Percent "excellent" or "good"					

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Ease of car travel in State College	Much above	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 somewhat favorable. Eight were above the national benchmark, seven were above the custom benchmark, and one was similar to the custom benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

Ratings of Transportation and Parking Services by Year					
	2012	2011	2010	2009	2007
Street repair	57%	55%	54%	50%	47%
Street cleaning	82%	78%	81%	78%	74%
Street lighting	63%	59%	66%	68%	55%
Snow removal	75%	63%	65%	68%	52%
Sidewalk maintenance	70%	57%	65%	64%	52%
Traffic signal timing	58%	56%	55%	55%	51%
Bus or transit services	81%	80%	84%	87%	73%
Amount of public parking	44%	34%	33%	35%	38%
Percent "excellent" or "good"					

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Street repair	Much above	Much above
Street cleaning	Much above	Much above
Street lighting	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	Below	Similar

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 largely the mode of use. However, 13% of work commute trips were made by transit, 10% by bicycle and 21% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

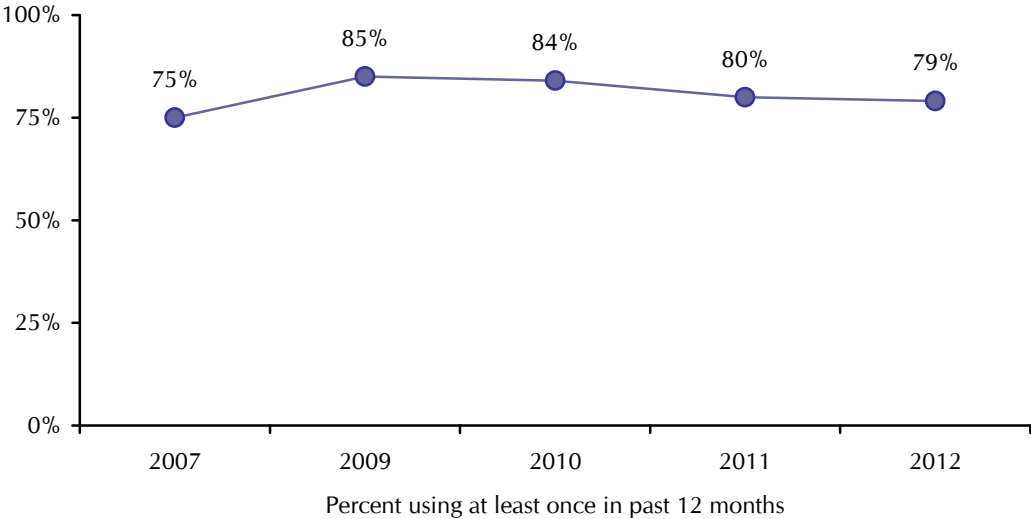


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

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

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

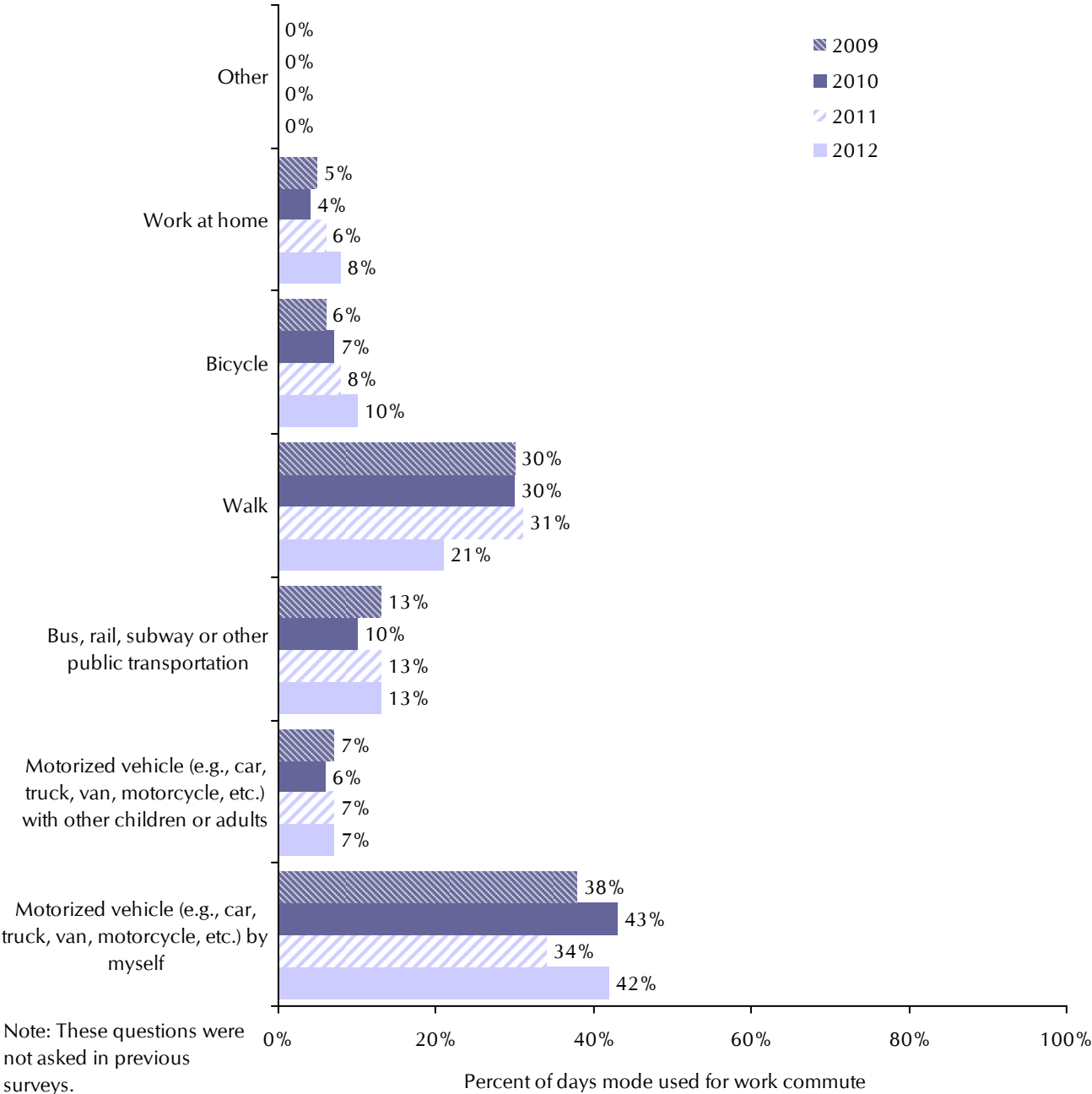


FIGURE 14: DRIVE ALONE BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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 49% of respondents. The rating of perceived affordable housing availability was worse in the Borough of State College than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

Ratings of Housing in Community by Year					
	2012	2011	2010	2009	2007
Availability of affordable quality housing	36%	32%	36%	31%	26%
Variety of housing options	49%	46%	52%	55%	NA
Percent "excellent" or "good"					

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Availability of affordable quality housing	Below	Similar
Variety of housing options	Much below	Below

To augment the perceptions of affordable housing in State College, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Borough of State College experiencing housing cost stress. More than 50% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

Proportion of Respondents Whose Housing Costs are "Affordable" by Year					
	2012	2011	2010	2009	2007
Housing costs 30% or more of income	56%	57%	60%	61%	NA
Percent of respondents					

FIGURE 18: HOUSING COSTS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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” by 14% of respondents and as “good” by an additional 45%. The overall appearance of State College was rated as “excellent” or “good” by 86% of respondents and was higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Borough of State College, 1% thought they were a “major” problem. The services of land use, planning and zoning, code enforcement and animal control were all rated above the benchmarks.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

Ratings of the Community's "Built Environment" by Year					
	2012	2011	2010	2009	2007
Overall quality of new development in State College	59%	56%	61%	55%	61%
Overall appearance of State College	86%	81%	87%	81%	84%
Percent "excellent" or "good"					

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

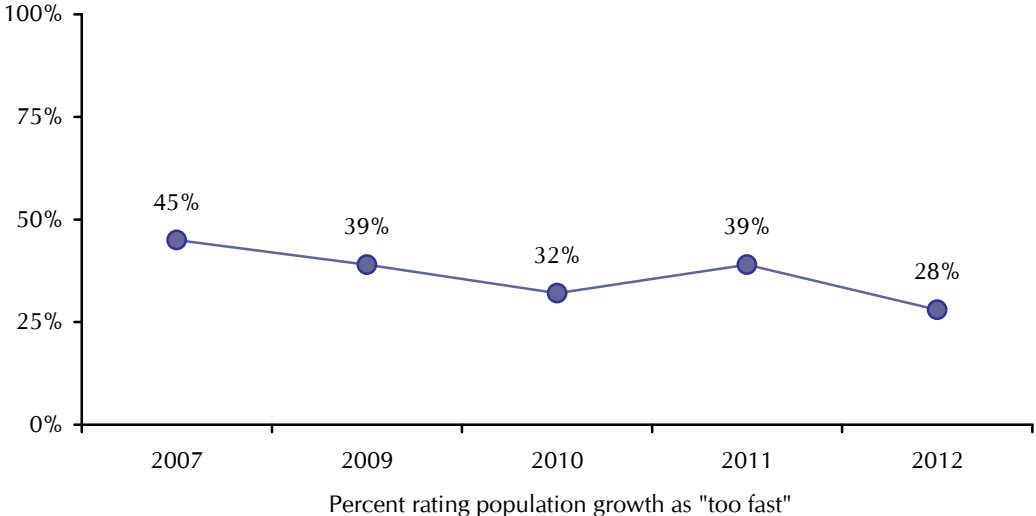


FIGURE 22: POPULATION GROWTH BENCHMARKS

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

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

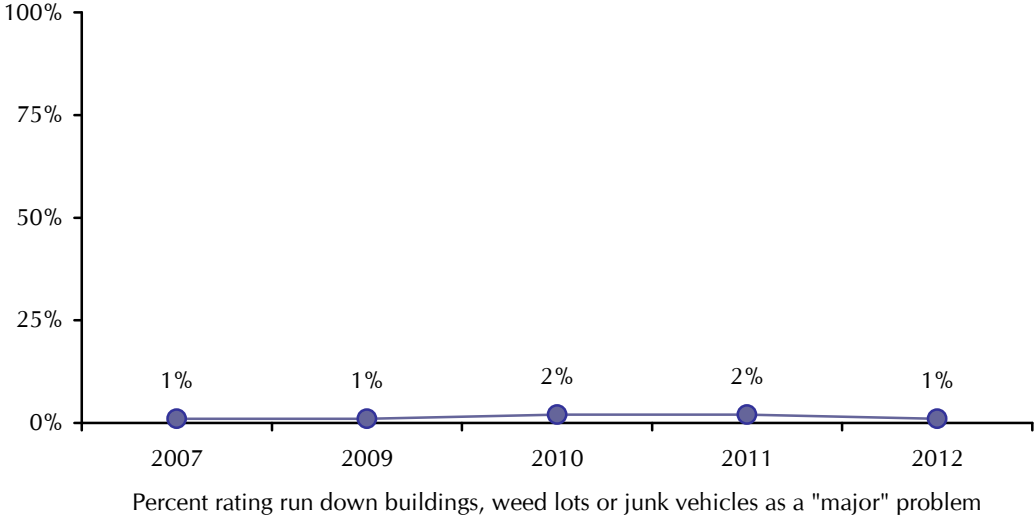


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

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

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

Ratings of Planning and Community Code Enforcement Services by Year					
	2012	2011	2010	2009	2007
Land use, planning and zoning	55%	56%	57%	50%	36%
Code enforcement (weeds, abandoned buildings, etc.)	68%	69%	68%	67%	70%
Animal control	77%	80%	77%	78%	77%
Percent "excellent" or "good"					

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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

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 State College as a place to work and the overall quality of business and service establishments in State College. Receiving the lowest rating was shopping opportunities.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

Ratings of Economic Sustainability and Opportunities by Year					
	2012	2011	2010	2009	2007
Employment opportunities	49%	51%	49%	50%	41%
Shopping opportunities	44%	45%	42%	49%	39%
State College as a place to work	69%	67%	62%	68%	59%
Overall quality of business and service establishments in State College	65%	68%	66%	70%	NA
Percent "excellent" or "good"					

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

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

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in State College, 63% responded that it was “too slow,” while 40% reported retail growth as “too slow.” When compared to the custom benchmarks, more residents in State College compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

Ratings of Retail and Job Growth by Year					
	2012	2011	2010	2009	2007
Retail growth seen as too slow	40%	36%	42%	41%	40%
Jobs growth seen as too slow	63%	63%	69%	70%	65%
Percent of respondents					

FIGURE 30: RETAIL AND JOBS GROWTH BENCHMARKS

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

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

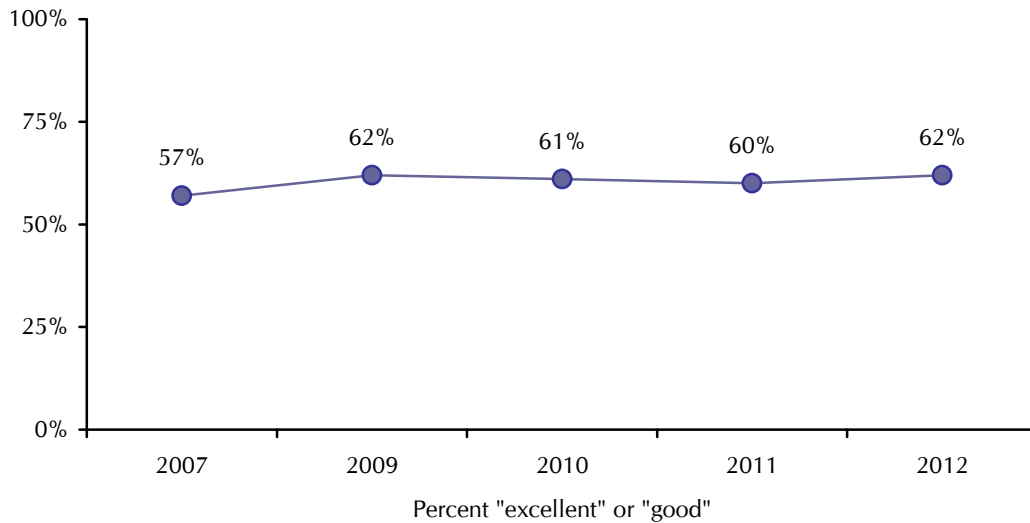


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

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

Residents were asked to reflect on their economic prospects in the near term. Twenty-three percent of the Borough of State College residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was more than in comparison jurisdictions, and the rating has improved from 2011 to 2012.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

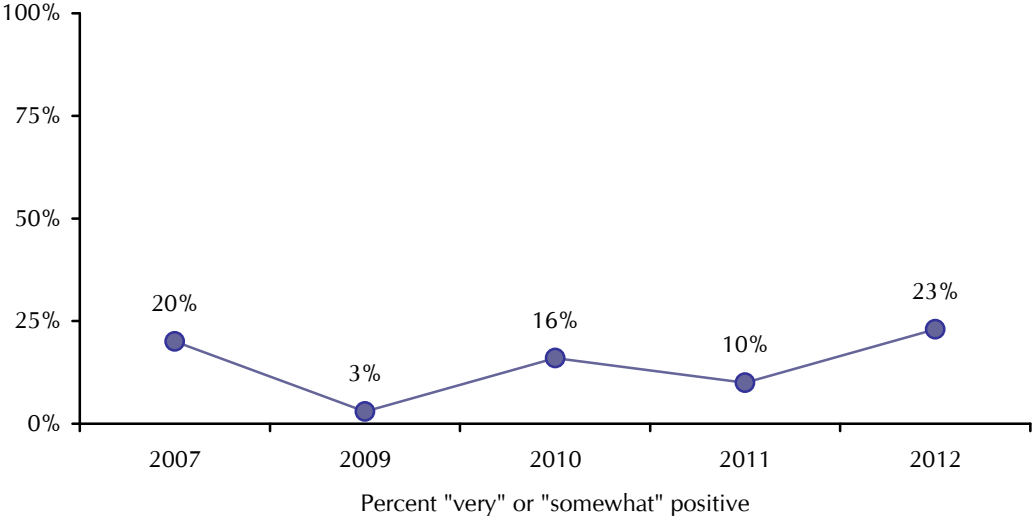


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Positive impact of economy on household income	Much above	Above

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 of State College. More than 80% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 88% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

Ratings of Community and Personal Public Safety by Year					
	2012	2011	2010	2009	2007
Safety in your neighborhood during the day	98%	99%	99%	99%	98%
Safety in your neighborhood after dark	83%	78%	83%	84%	76%
Safety in State College's downtown area during the day	97%	98%	98%	99%	96%
Safety in State College's downtown area after dark	69%	64%	69%	73%	67%
Safety from violent crime (e.g., rape, assault, robbery)	84%	82%	84%	87%	67%
Safety from property crimes (e.g, burglary, theft)	72%	70%	73%	67%	61%
Safety from environmental hazards	88%	88%	90%	90%	NA
Percent "very" or "somewhat" safe					

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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, 10% 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, 83% 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 more of State College residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

Crime Victimization and Reporting by Year					
	2012	2011	2010	2009	2007
During the past 12 months, were you or anyone in your household the victim of any crime?	10%	9%	9%	14%	11%
If yes, was this crime (these crimes) reported to the police?	83%	82%	59%	67%	50%
Percent "yes"					

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

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

Residents rated eight Borough public safety services; of these, six were rated above the national and custom benchmark comparisons and fire services was similar to both benchmarks. Traffic enforcement was above the custom benchmark, but was similar to the national benchmark. Ambulance or emergency medical services and fire services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Most were rated similar compared to previous years. Crime prevention and fire prevention and education ratings had increased over time.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

Ratings of Public Safety Services by Year					
	2012	2011	2010	2009	2007
Police services	81%	81%	81%	76%	80%
Fire services	90%	95%	91%	94%	94%
Ambulance or emergency medical services	92%	94%	92%	91%	92%
Crime prevention	76%	71%	71%	68%	66%
Fire prevention and education	79%	79%	78%	73%	70%
Municipal courts	66%	67%	NA	NA	NA
Traffic enforcement	65%	63%	63%	58%	63%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	65%	62%	62%	55%	NA
Percent "excellent" or "good"					

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

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

FIGURE 41: CONTACT WITH POLICE DEPARTMENT BY YEAR

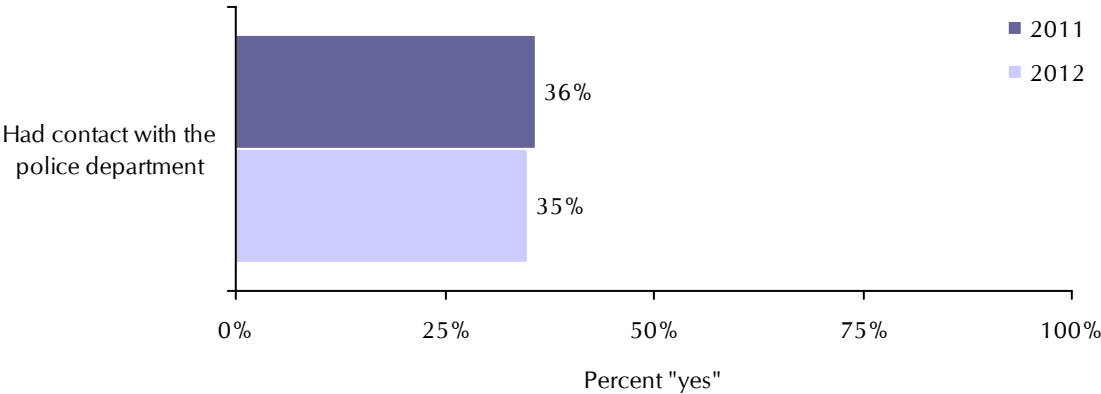


FIGURE 42: RATINGS OF POLICE EMPLOYEES BY YEAR

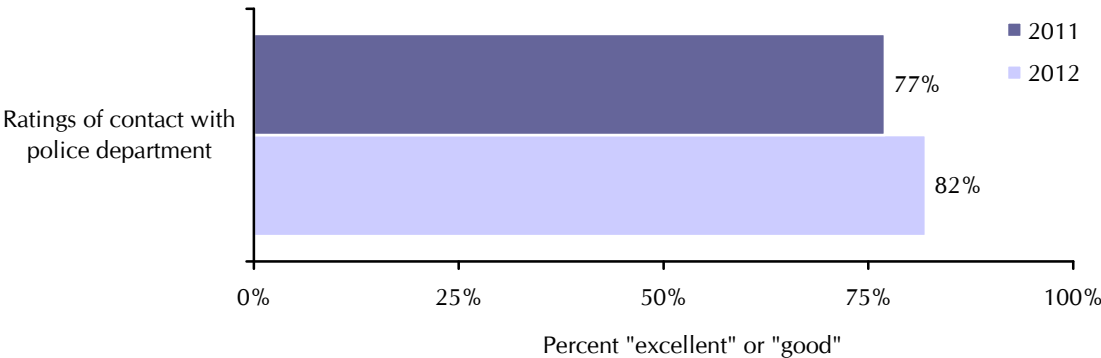


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Had contact with the Borough of State College Police Department	Less	Less
Overall impression of most recent contact with the Borough of State College Police Department	Above	Much 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. The quality of the overall natural environment received the highest rating, and it was much above the benchmarks. Survey participants rated the preservation of natural areas higher compared to the previous survey year.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

Ratings of the Community's Natural Environment by Year					
	2012	2011	2010	2009	2007
Cleanliness of State College	87%	76%	84%	85%	NA
Quality of overall natural environment in State College	88%	83%	88%	81%	NA
Preservation of natural areas such as open space, farmlands and greenbelts	72%	60%	70%	62%	NA
Air quality	84%	84%	86%	87%	79%
Percent "excellent" or "good"					

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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

Resident recycling was greater than recycling reported in comparison communities.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

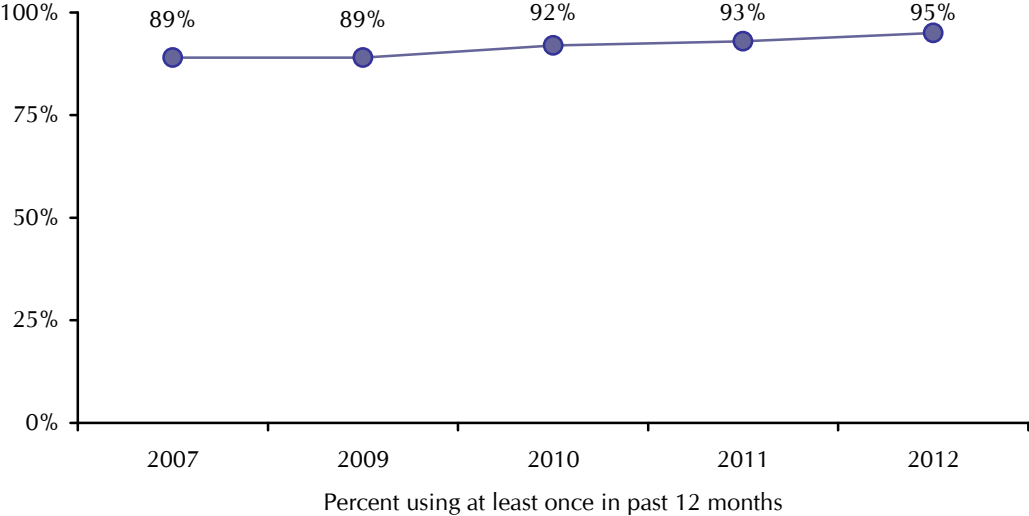


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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 and one was similar to the benchmark comparisons. The service ratings trends for the drinking water and storm drainage were upward when compared to past surveys.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

Ratings of Utility Services by Year					
	2012	2011	2010	2009	2007
Power (electric and/or gas) utility	79%	71%	78%	NA	NA
Sewer services	85%	81%	82%	83%	83%
Drinking water	67%	59%	61%	65%	57%
Storm drainage	79%	72%	73%	75%	69%
Yard waste pick-up	77%	79%	75%	78%	80%
Recycling	77%	81%	78%	78%	77%
Garbage collection	89%	91%	91%	88%	84%
Percent "excellent" or "good"					

FIGURE 49: UTILITY SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Power (electric and/or gas) utility	Above	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, and recreation centers were all rated higher than the benchmarks. Recreation centers or facilities received the lowest rating, but was higher the national and custom benchmark. Parks and recreation ratings have stayed constant or trended up over time.

Resident use of State College parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used neighborhood parks or Borough parks was greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in State College was higher than use in comparison jurisdictions.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

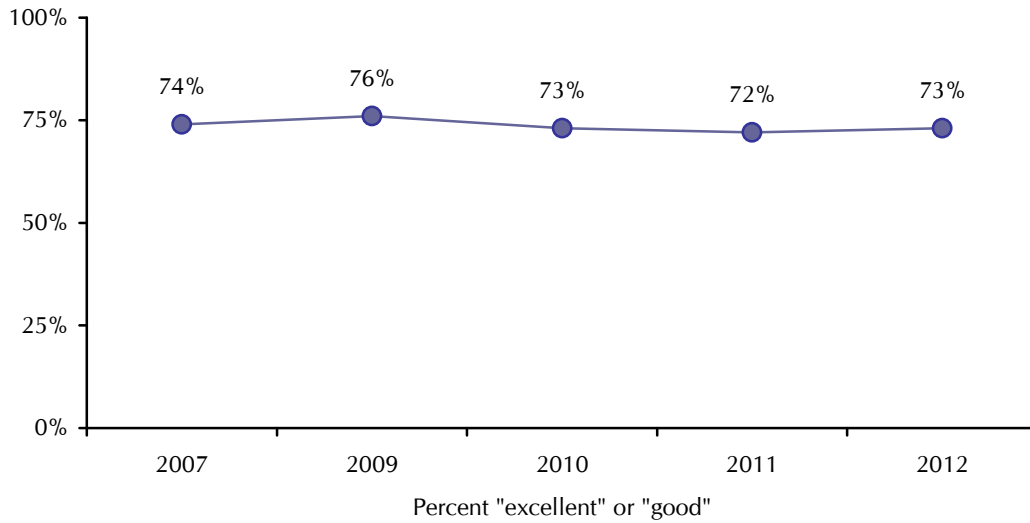


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2007
Participated in a recreation program or activity	63%	59%	55%	48%	46%
Visited a neighborhood park or Borough park	90%	87%	87%	83%	83%
Percent using at least once in last 12 months					

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012	2011	2010	2009	2007
Borough parks	94%	93%	91%	90%	87%
Recreation programs or classes	84%	81%	79%	74%	75%
Recreation centers or facilities	81%	77%	77%	79%	68%
Percent "excellent" or "good"					

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Borough parks	Much above	Much above
Recreation programs or classes	Much above	Much above
Recreation centers or facilities	Much above	Much above

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 68% of respondents. Educational opportunities were rated as “excellent” or “good” by 95% of respondents. Compared to the benchmark data, educational opportunities and cultural activities were much above the average of comparison jurisdictions.

About 60% of State College residents used the Schlow Centre Region Library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2007
Opportunities to attend cultural activities	68%	67%	69%	64%	65%
Educational opportunities	95%	94%	96%	97%	96%
Percent "excellent" or "good"					

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2007
Used Schlow Centre Region Library or their services	60%	60%	51%	52%	60%
Participated in religious or spiritual activities in State College	50%	45%	46%	39%	NA
Percent using at least once in last 12 months					

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2012	2011	2010	2009	2007
Public schools	92%	90%	84%	90%	NA
Public library services	91%	91%	88%	95%	92%
Percent "excellent" or "good"					

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Public schools	Much above	Much above
Public library services	Much above	Much above

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 preventative health services was rated most positively for the Borough of State College, while the availability of affordable quality health care was rated less favorably by residents.

Among State College residents, 60% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

Ratings of Community Health and Wellness Access and Opportunities by Year					
	2012	2011	2010	2009	2007
Availability of affordable quality health care	60%	55%	56%	58%	43%
Availability of affordable quality food	65%	67%	70%	70%	64%
Availability of preventive health services	70%	66%	64%	60%	NA
Percent "excellent" or "good"					

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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	Much above

Health services offered in the Borough of State College were much above the benchmarks.

FIGURE 64: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

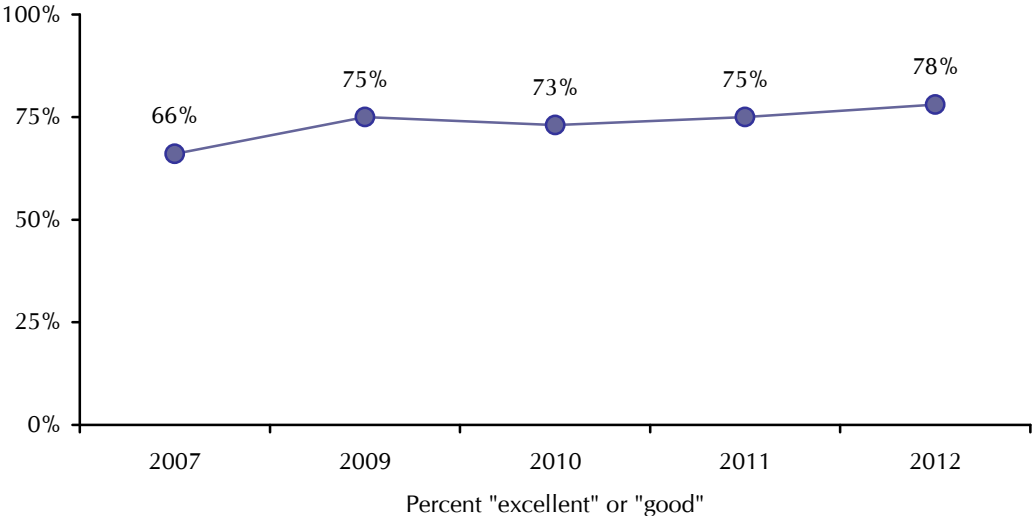


FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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 moderate percentage 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 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 much higher than the benchmarks. Compared to the previous year’s survey, ratings increased for the openness and acceptance of the community, the availability of affordable quality child care, and State College as a place to raise children.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2012	2011	2010	2009	2007
Sense of community	69%	70%	67%	67%	62%
Openness and acceptance of the community toward people of diverse backgrounds	73%	67%	69%	63%	56%
Availability of affordable quality child care	51%	42%	51%	40%	40%
State College as a place to raise children	78%	70%	71%	74%	73%
State College as a place to retire	61%	60%	57%	60%	61%
Percent "excellent" or "good"					

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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	Above	Much above
State College as a place to retire	Below	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 60% to 81% with ratings of “excellent” or “good.” All services were much above the national and custom benchmarks.

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2012	2011	2010	2009	2007
Services to seniors	81%	84%	82%	79%	76%
Services to youth	80%	76%	74%	69%	58%
Services to low-income people	60%	56%	54%	48%	36%
Percent "excellent" or "good"					

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

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

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked. These ratings had remained steady over time.

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

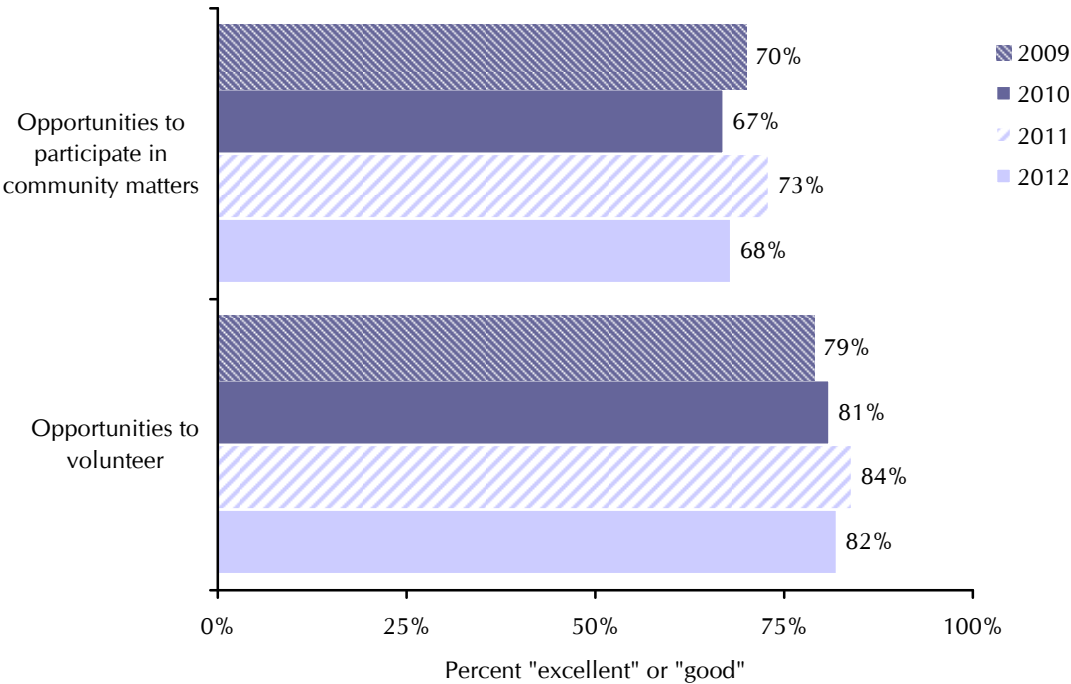


FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Opportunities to participate in community matters	Much 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 and over half had volunteered their time to a group or activity. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a friend or neighbor showed similar rates of involvement; while volunteering and participating in a club or civic group showed higher rates. Attendance at a meeting of local elected officials and watching a meeting of local elected officials showed lower rates of community engagement.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2012	2011	2010	2009	2007
Attended a meeting of local elected officials or other local public meeting	18%	18%	18%	18%	24%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	31%	32%	33%	33%	37%
Volunteered your time to some group or activity in State College	61%	54%	59%	50%	59%
Participated in a club or civic group in State College	46%	42%	40%	42%	NA
Provided help to a friend or neighbor	95%	92%	93%	89%	NA
Percent participating at least once in the last 12 months					

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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

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.

Seventy-two percent of Borough residents reported they were registered to vote and 66% indicated they had voted in the last general election. This rate of self-reported voting was lower than as that of comparison communities.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR²

	2012	2011	2010	2009	2007
Registered to vote	72%	73%	75%	82%	69%
Voted in the last general election	66%	69%	75%	86%	61%
Percent "yes"					

FIGURE 75: VOTING BEHAVIOR BENCHMARKS

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

² 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.

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, 58% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. The amount of survey participants reporting having read the State College Newsletter had increased when compare to the 2011 survey.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

	2012	2011	2010	2009	2007
Read State College a Newsletter	66%	58%	68%	74%	74%
Visited the Borough of State College Web site (at www.statecollegepa.us)	58%	55%	53%	54%	NA
Percent using at least once in last 12 months					

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
Read a State College Newsletter	Much less	Much less
Visited the Borough of State College Web site	Less	Similar

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2012	2011	2010	2009	2007
Cable television	64%	63%	63%	65%	NA
Public information services	81%	77%	75%	80%	NA
Percent "excellent" or "good"					

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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 78% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2007
Opportunities to participate in social events and activities	78%	81%	79%	78%	NA
Opportunities to participate in religious or spiritual events and activities	83%	82%	81%	82%	NA
Percent "excellent" or "good"					

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in State College reported a relatively minimal amount of neighborliness. More than 25% 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 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

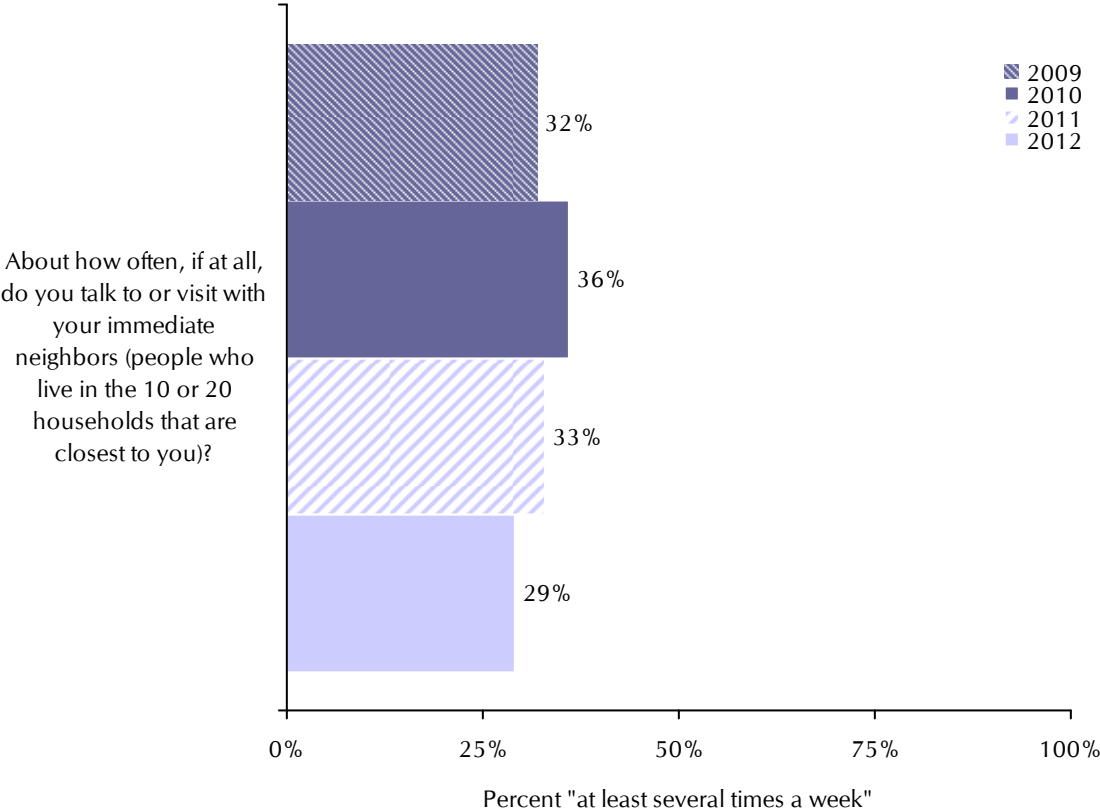


FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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, 57% rated it as “excellent” or “good.” Of these four ratings, all were much above the benchmarks.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2012	2011	2010	2009	2007
The value of services for the taxes paid to State College*	65%	63%	59%	68%	49%
The overall direction that State College is taking*	63%	63%	67%	64%	48%
The job State College government does at welcoming citizen involvement*	57%	57%	56%	51%	52%
Overall image or reputation of State College	73%	82%	81%	85%	86%
Percent "excellent" or "good"					

* 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 85: PUBLIC TRUST BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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 the State Government. The overall quality of services delivered by the Borough of State College was rated as “excellent” or “good” by 83% of survey participants. The Borough of State College’s rating was above the benchmark when compared to other communities in the nation and in university communities with populations from 25,000 to 99,999. Ratings of overall Borough services had remained stable over the last four years.

FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE BOROUGH OF STATE COLLEGE BY YEAR

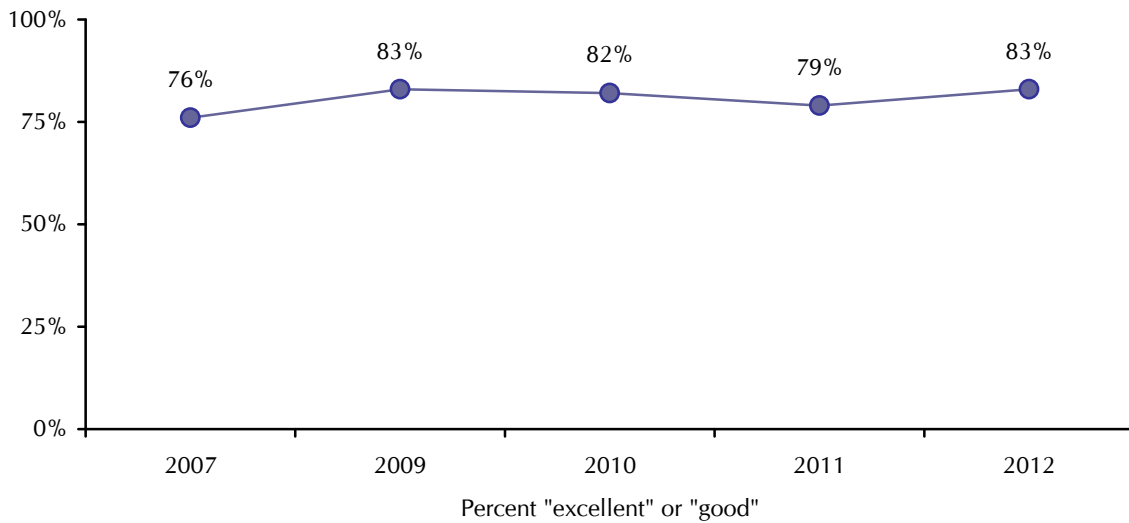


FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2012	2011	2010	2009	2007
Services provided by Borough of State College	83%	79%	82%	83%	76%
Services provided by the Federal Government	49%	45%	56%	46%	34%
Services provided by the State Government	45%	38%	53%	49%	43%
Services provided by Centre County Government	67%	69%	71%	69%	NA
Percent "excellent" or "good"					

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	University communities with populations 25,000 to 99,999
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	Above	Similar
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, over the phone or via email in the last 12 months; the 37% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Borough employees were rated highly; 82% of respondents rated their overall impression as “excellent” or “good.” Employees ratings tended to be higher than the benchmarks and were similar to past survey years.

FIGURE 89: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH BOROUGH EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

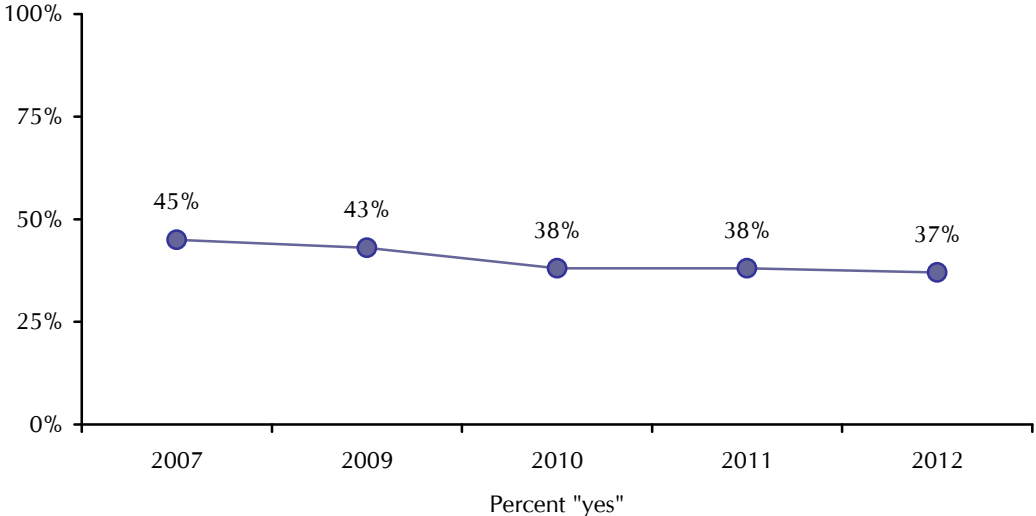


FIGURE 90: CONTACT WITH BOROUGH EMPLOYEES BENCHMARKS

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

FIGURE 91: RATINGS OF BOROUGH EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2012	2011	2010	2009	2007
Knowledge	81%	82%	84%	82%	82%
Responsiveness	86%	83%	81%	75%	79%
Courtesy	83%	79%	80%	78%	79%
Overall impression	82%	79%	78%	81%	75%
Percent "excellent" or "good"					

FIGURE 92: RATINGS OF BOROUGH EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

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

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 Driver 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:

- Code enforcement
- Garbage collection
- Police services
- Public information services

BOROUGH OF STATE COLLEGE ACTION CHART™

The 2012 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.

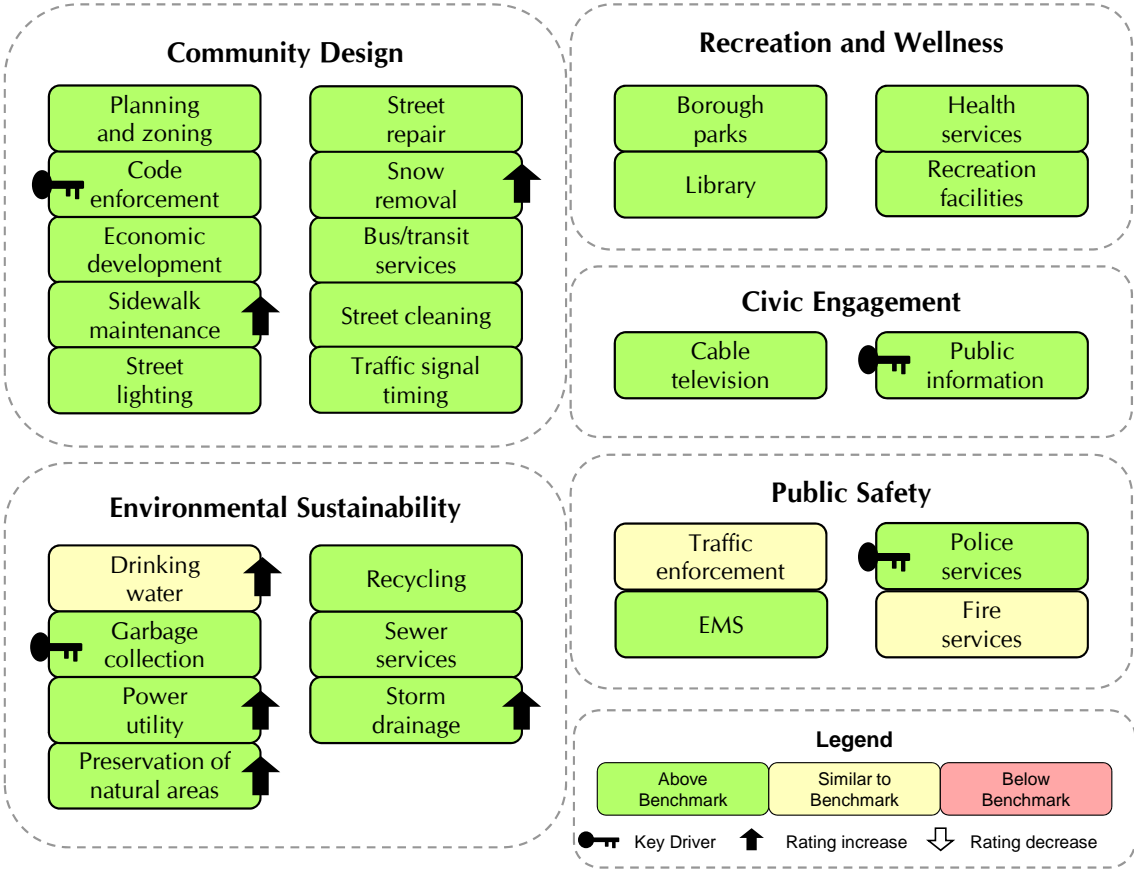
Twenty-seven services were included in the KDA for the Borough of State College. Of these, twenty-four were above the benchmark and three were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of State College, no key drivers were below the benchmark or trending lower in the current survey. Therefore, State College may wish to maintain the high level of service these key drivers are giving. 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 93: BOROUGH OF STATE COLLEGE ACTION CHART™

Overall Quality of Borough of State College Services



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 94: 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	✓		✓
Economic development		✓	
Health services			✓
◦ Public library			
• Public information services	✓	✓	
◦ 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

CUSTOM QUESTIONS

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

Custom Question 1	
Have you used Schlow Centre Region Library (the local public library) in the last 12 months?	Percent of respondents
No	50%
Yes	50%
Total	100%

Custom Question 2	
If you haven't used the Schlow Centre Region Library in the last 12 months, why not? (Please check all that apply.)	Percent of respondents
I use the University's libraries	73%
I purchase books and media	30%
No interest; doesn't have anything I need or want	23%
Don't know about library services	14%
Parking/transportation issues	13%
Other	8%
I don't want to pay any potential fines or fees	7%
Location inconvenient	4%
Total may exceed 100% as respondents could select more than one option	

Custom Question 3					
What was your impression of the employee(s) of Schlow Centre Region Library in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	57%	36%	6%	1%	100%
Responsiveness	62%	29%	8%	1%	100%
Courtesy	66%	27%	6%	1%	100%
Overall impression	65%	29%	6%	0%	100%

Custom Question 4					
Schlow Centre Region Library currently provides the following services. How likely or unlikely would you be to use the following services at Schlow Centre Region Library?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Check out E-books	25%	31%	14%	30%	100%
Music downloads	19%	24%	19%	37%	100%
Use public computers	18%	24%	23%	36%	100%
Access free Wi-Fi	42%	29%	14%	15%	100%
Use online research database and tools	26%	35%	17%	22%	100%
Receive technology device training and assistance	11%	13%	24%	51%	100%

Custom Question 4					
Schlow Centre Region Library currently provides the following services. How likely or unlikely would you be to use the following services at Schlow Centre Region Library?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend concerts	19%	37%	22%	22%	100%
Attend author lectures	13%	31%	25%	31%	100%
View art gallery	17%	34%	23%	25%	100%
Request homebound delivery of materials for disabled	6%	5%	14%	74%	100%

Custom Question 5	
Do you currently follow the Borough of State College on Facebook (by "liking" the Borough's page)?	Percent of respondents
No, I do not use Facebook	20%
No, I use Facebook, but have not been to the State College page	77%
Yes	3%
Total	100%

Custom Question 6	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
No	50%
Yes	50%
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	40%	50%	10%	1%	100%
Your neighborhood as a place to live	34%	46%	17%	3%	100%
State College as a place to raise children	37%	41%	16%	5%	100%
State College as a place to work	22%	47%	23%	8%	100%
State College as a place to retire	27%	34%	21%	18%	100%
The overall quality of life in State College	27%	58%	14%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to State College as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	25%	45%	27%	4%	100%
Openness and acceptance of the community toward people of diverse backgrounds	25%	48%	19%	8%	100%
Overall appearance of State College	32%	55%	12%	2%	100%
Cleanliness of State College	30%	56%	11%	2%	100%
Overall quality of new development in State College	14%	45%	33%	8%	100%
Variety of housing options	16%	33%	33%	17%	100%
Overall quality of business and service establishments in State College	15%	50%	27%	7%	100%
Shopping opportunities	10%	34%	36%	21%	100%
Opportunities to attend cultural activities	26%	42%	23%	9%	100%
Recreational opportunities	30%	43%	23%	4%	100%
Employment opportunities	11%	38%	36%	15%	100%
Educational opportunities	59%	36%	5%	0%	100%
Opportunities to participate in social events and activities	27%	51%	20%	2%	100%
Opportunities to participate in religious or spiritual events and activities	31%	51%	15%	2%	100%
Opportunities to volunteer	38%	44%	16%	2%	100%
Opportunities to participate in community matters	24%	43%	27%	6%	100%
Ease of car travel in State College	21%	43%	28%	9%	100%
Ease of bus travel in State College	27%	49%	20%	4%	100%
Ease of bicycle travel in State College	28%	41%	25%	6%	100%
Ease of walking in State College	44%	46%	10%	1%	100%
Availability of paths and walking trails	31%	51%	15%	2%	100%
Traffic flow on major streets	9%	43%	34%	14%	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	9%	35%	31%	24%	100%
Availability of affordable quality housing	6%	30%	41%	23%	100%
Availability of affordable quality child care	15%	37%	38%	11%	100%
Availability of affordable quality health care	13%	47%	33%	7%	100%
Availability of affordable quality food	20%	46%	31%	3%	100%
Availability of preventive health services	16%	53%	25%	5%	100%
Air quality	38%	46%	15%	1%	100%
Quality of overall natural environment in State College	36%	52%	12%	0%	100%
Overall image or reputation of State College	26%	46%	22%	6%	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%	69%	24%	4%	100%
Retail growth (stores, restaurants, etc.)	7%	33%	50%	8%	2%	100%
Jobs growth	14%	49%	37%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in State College?	Percent of respondents
Not a problem	40%
Minor problem	48%
Moderate problem	11%
Major problem	1%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in State College:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	50%	34%	7%	8%	0%	100%
Property crimes (e.g., burglary, theft)	25%	47%	14%	13%	1%	100%
Environmental hazards, including toxic waste	60%	29%	8%	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	87%	10%	1%	1%	0%	100%
In your neighborhood after dark	42%	41%	10%	6%	1%	100%
In State College's downtown area during the day	81%	16%	2%	0%	0%	100%
In State College's downtown area after dark	30%	39%	12%	16%	3%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?	65%	35%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the Borough of State College Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Borough of State College Police Department?	41%	40%	6%	12%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	17%
Yes	83%
Total	100%

Question 11: 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	40%	24%	20%	7%	10%	100%
Participated in a recreation program or activity	37%	31%	20%	5%	6%	100%
Visited a neighborhood park or Borough park	10%	27%	35%	15%	13%	100%
Ridden a CATA bus within State College	21%	13%	19%	11%	35%	100%
Attended a meeting of local elected officials or other local public meeting	82%	13%	3%	0%	0%	100%
Watched a meeting of local elected officials or other Borough-sponsored public meeting on cable television, the Internet or other media	69%	20%	9%	1%	0%	100%
Read a State College Newsletter	34%	29%	24%	7%	5%	100%
Visited the Borough of State College Web site (at www.statecollegepa.us)	42%	24%	24%	7%	3%	100%
Recycled used paper, cans or bottles from your home	5%	6%	8%	13%	68%	100%
Volunteered your time to some group or activity in State College	39%	23%	17%	6%	14%	100%
Participated in religious or spiritual activities in State College	50%	17%	12%	5%	16%	100%
Participated in a club or civic group in State College	54%	17%	15%	6%	8%	100%
Provided help to a friend or neighbor	5%	21%	45%	15%	14%	100%

Question 12: 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	10%
Several times a week	19%
Several times a month	27%
Less than several times a month	45%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in State College:	Excellent	Good	Fair	Poor	Total
Police services	32%	49%	14%	5%	100%
Fire services	44%	45%	10%	0%	100%
Ambulance or emergency medical services	43%	48%	7%	1%	100%
Crime prevention	22%	54%	21%	3%	100%
Fire prevention and education	29%	50%	19%	2%	100%
Municipal courts	19%	47%	27%	8%	100%
Traffic enforcement	15%	50%	27%	8%	100%
Street repair	14%	43%	31%	12%	100%
Street cleaning	34%	47%	15%	3%	100%
Street lighting	22%	41%	22%	15%	100%
Snow removal	30%	45%	19%	6%	100%
Sidewalk maintenance	21%	50%	23%	7%	100%
Traffic signal timing	14%	44%	27%	15%	100%
Bus or transit services	37%	44%	15%	4%	100%
Garbage collection	42%	47%	10%	1%	100%
Recycling	38%	39%	17%	5%	100%
Yard waste pick-up	37%	40%	18%	5%	100%
Storm drainage	24%	54%	17%	4%	100%
Drinking water	25%	42%	23%	11%	100%
Sewer services	30%	55%	14%	1%	100%
Power (electric and/or gas) utility	26%	53%	18%	4%	100%
Borough parks	45%	49%	6%	0%	100%
Recreation programs or classes	28%	57%	14%	1%	100%
Recreation centers or facilities	26%	55%	16%	3%	100%
Land use, planning and zoning	13%	42%	36%	9%	100%
Code enforcement (weeds, abandoned buildings, etc.)	17%	51%	27%	5%	100%
Animal control	24%	53%	20%	3%	100%
Economic development	9%	53%	31%	7%	100%
Health services	20%	57%	16%	6%	100%
Services to seniors	25%	56%	18%	0%	100%
Services to youth	29%	51%	17%	4%	100%
Services to low-income people	20%	40%	28%	12%	100%
Public library services	50%	41%	8%	1%	100%
Public information services	26%	55%	17%	2%	100%
Public schools	41%	50%	8%	0%	100%
Cable television	17%	47%	26%	10%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	46%	25%	10%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in State College:	Excellent	Good	Fair	Poor	Total
Preservation of natural areas such as open space, farmlands and greenbelts	20%	53%	23%	5%	100%

Question 14: 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	22%	61%	14%	3%	100%
The Federal Government	8%	40%	40%	12%	100%
The State Government	7%	37%	38%	18%	100%
Centre County Government	12%	55%	30%	3%	100%

Question 15: 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	45%	41%	10%	5%	100%
Remain in State College for the next five years	28%	22%	16%	34%	100%

Question 16: 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	3%
Somewhat positive	18%
Neutral	56%
Somewhat negative	18%
Very negative	4%
Total	100%

Question 17: Contact with Borough Employees	
Have you had any in-person, phone or email 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	63%
Yes	37%
Total	100%

Question 18: 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	37%	44%	13%	5%	100%
Responsiveness	47%	39%	8%	6%	100%
Courtesy	46%	36%	8%	9%	100%
Overall impression	40%	42%	9%	9%	100%

Question 19: 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	19%	45%	28%	8%	100%
The overall direction that State College is taking	8%	56%	29%	8%	100%
The job State College government does at welcoming citizen involvement	12%	45%	33%	10%	100%

Question 20a: Custom Question 1	
Have you used Schlow Centre Region Library (the local public library) in the last 12 months?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question 20b: Custom Question 2	
If you haven't used the Schlow Centre Region Library in the last 12 months, why not? (Please check all that apply.)	Percent of respondents
I use the University's libraries	73%
I purchase books and media	30%
Location inconvenient	4%
I don't want to pay any potential fines or fees	7%
Don't know about library services	14%
No interest; doesn't have anything I need or want	23%
Parking/transportation issues	13%
Other	8%

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

Question 20c: Custom Question 3					
What was your impression of the employee(s) of Schlow Centre Region Library in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	57%	36%	6%	1%	100%
Responsiveness	62%	29%	8%	1%	100%
Courtesy	66%	27%	6%	1%	100%
Overall impression	65%	29%	6%	0%	100%

Question 20d: Custom Question 4					
Schlow Centre Region Library currently provides the following services. How likely or unlikely would you be to use the following services at Schlow Centre Region Library?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Check out E-books	25%	31%	14%	30%	100%
Music downloads	19%	24%	19%	37%	100%
Use public computers	18%	24%	23%	36%	100%
Access free Wi-Fi	42%	29%	14%	15%	100%
Use online research database and tools	26%	35%	17%	22%	100%
Receive technology device training and assistance	11%	13%	24%	51%	100%
Attend concerts	19%	37%	22%	22%	100%
Attend author lectures	13%	31%	25%	31%	100%
View art gallery	17%	34%	23%	25%	100%
Request homebound delivery of materials for disabled	6%	5%	14%	74%	100%

Question 20e: Custom Question 5	
Do you currently follow the Borough of State College on Facebook (by "liking" the Borough's page)?	Percent of respondents
No, I do not use Facebook	20%
No, I use Facebook, but have not been to the State College page	77%
Yes	3%
Total	100%

Question 20f: Custom Question 6	
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	43%
Yes, part-time	24%
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	42%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	13%
Walk	21%
Bicycle	10%
Work at home	8%
Other	0%

Question D3: Length of Residency	
How many years have you lived in State College?	Percent of respondents
Less than 2 years	26%
2 to 5 years	43%
6 to 10 years	10%
11 to 20 years	8%
More than 20 years	14%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	24%
House attached to one or more houses (e.g., a duplex or townhome)	26%
Building with two or more apartments or condominiums	48%
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	79%
Owned by you or someone in this house with a mortgage or free and clear	21%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	1%
\$300 to \$599 per month	21%
\$600 to \$999 per month	47%
\$1,000 to \$1,499 per month	18%
\$1,500 to \$2,499 per month	9%
\$2,500 or more per month	4%
Total	100%

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

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	91%
Yes	9%
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	46%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	19%
\$100,000 to \$149,000	6%
\$150,000 or more	3%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	0%
Asian, Asian Indian or Pacific Islander	14%
Black or African American	3%
White	82%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	42%
25 to 34 years	39%
35 to 44 years	4%
45 to 54 years	4%
55 to 64 years	4%
65 to 74 years	3%
75 years or older	4%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	46%
Male	54%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	26%
Yes	67%
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	29%
Yes	57%
Ineligible to vote	14%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	3%
Yes	97%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	79%
Yes	21%
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	28%
Land line	51%
Both	22%
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	40%	372	49%	459	10%	91	1%	5	0%	1	100%
Your neighborhood as a place to live	34%	312	46%	423	17%	158	3%	24	1%	9	100%	927
State College as a place to raise children	29%	272	32%	298	13%	120	4%	40	21%	195	100%	925
State College as a place to work	20%	185	43%	396	21%	197	7%	68	8%	78	100%	925
State College as a place to retire	20%	182	25%	228	16%	144	13%	124	27%	248	100%	925
The overall quality of life in State College	27%	252	58%	538	14%	129	1%	8	0%	0	100%	927

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	24%	222	44%	399	26%	237	4%	36	2%	14	100%
Openness and acceptance of the community toward people of diverse backgrounds	24%	219	45%	418	18%	163	8%	71	5%	50	100%	921
Overall appearance of State College	32%	292	55%	503	12%	112	2%	14	0%	0	100%	922
Cleanliness of State College	30%	279	56%	518	11%	103	2%	19	0%	3	100%	921
Overall quality of new development in State College	12%	109	40%	366	29%	264	7%	68	12%	110	100%	917
Variety of housing options	16%	143	33%	301	33%	301	17%	154	2%	22	100%	921
Overall quality of business and service establishments in State College	15%	137	49%	454	27%	245	7%	67	2%	19	100%	921
Shopping opportunities	10%	89	34%	311	36%	329	20%	189	0%	4	100%	922
Opportunities to attend cultural activities	25%	230	40%	364	22%	204	9%	79	5%	45	100%	921
Recreational opportunities	29%	266	42%	390	22%	206	4%	38	3%	24	100%	924
Employment opportunities	10%	92	33%	307	31%	289	13%	122	12%	112	100%	921
Educational opportunities	58%	536	35%	326	5%	46	0%	4	1%	10	100%	921

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	26%	240	50%	456	19%	174	2%	19	3%	29	100%
Opportunities to participate in religious or spiritual events and activities	25%	228	41%	374	12%	110	2%	14	21%	190	100%	917
Opportunities to volunteer	34%	312	39%	364	14%	129	2%	15	11%	102	100%	923
Opportunities to participate in community matters	20%	180	35%	320	22%	198	5%	41	19%	172	100%	911
Ease of car travel in State College	20%	182	41%	378	27%	243	9%	80	4%	33	100%	916
Ease of bus travel in State College	24%	223	45%	414	19%	170	4%	34	8%	77	100%	917
Ease of bicycle travel in State College	23%	208	33%	300	20%	186	5%	46	19%	175	100%	916
Ease of walking in State College	43%	397	45%	416	10%	92	1%	7	1%	6	100%	918
Availability of paths and walking trails	29%	270	48%	444	14%	132	2%	18	6%	52	100%	916
Traffic flow on major streets	9%	80	43%	396	34%	314	14%	127	0%	3	100%	920
Amount of public parking	9%	80	34%	311	30%	277	23%	215	4%	36	100%	919
Availability of affordable quality housing	5%	49	28%	256	38%	351	21%	191	8%	69	100%	917
Availability of affordable quality child care	5%	46	13%	115	13%	119	4%	36	65%	599	100%	915
Availability of affordable quality health care	10%	88	35%	322	24%	224	5%	50	25%	233	100%	917
Availability of affordable quality food	19%	180	45%	415	31%	287	3%	30	1%	9	100%	922
Availability of preventive health services	12%	114	41%	374	19%	177	4%	37	24%	218	100%	920
Air quality	36%	336	44%	410	14%	129	1%	13	4%	34	100%	922
Quality of overall natural environment in State College	35%	325	51%	468	12%	109	0%	4	2%	15	100%	922
Overall image or reputation of State College	26%	241	46%	424	22%	199	6%	51	1%	5	100%	920

Question 3: Growth														
Please rate the speed of growth in the following categories in State College over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	4	2%	19	46%	423	16%	147	3%	24	33%	301	100%
Retail growth (stores, restaurants, etc.)	6%	53	27%	251	42%	384	7%	62	2%	15	17%	153	100%	918
Jobs growth	9%	80	30%	275	23%	208	0%	1	0%	0	39%	355	100%	918

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	38%	344
Minor problem	45%	406
Moderate problem	10%	93
Major problem	1%	11
Don't know	6%	53
Total	100%	908

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%	457	34%	312	7%	68	8%	76	0%	3	0%	4	100%	920
Property crimes (e.g., burglary, theft)	24%	224	47%	433	14%	125	13%	119	1%	12	0%	4	100%	919
Environmental hazards, including toxic waste	57%	519	27%	249	8%	72	3%	29	0%	3	5%	45	100%	917

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	87%	799	10%	95	1%	13	1%	7	0%	0	1%	6	100%	921
In your neighborhood after dark	42%	385	41%	373	10%	88	6%	57	1%	11	1%	6	100%	920
In State College's downtown area during the day	81%	741	16%	148	2%	19	0%	4	0%	0	0%	1	100%	914
In State College's downtown area after dark	30%	275	38%	349	11%	104	16%	145	3%	28	2%	14	100%	916

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?	64%	588	34%	316	1%	12	100%	917

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the Borough of State College Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the Borough of State College Police Department?	41%	129	40%	127	6%	19	12%	39	0%	0	100%	314

Question 9: Crime Victim				
During the past 12 months, were you or anyone in your household the victim of any crime?			Percent of respondents	Count
No			90%	824
Yes			10%	90
Don't know			1%	5
Total			100%	919

Question 10: Crime Reporting				
If yes, was this crime (these crimes) reported to the police?			Percent of respondents	Count
No			17%	15
Yes			83%	74
Don't know			0%	0
Total			100%	89

Question 11: 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	40%	366	24%	220	20%	181	7%	61	10%	91	100%
Participated in a recreation program or activity	37%	341	31%	285	20%	184	5%	47	6%	56	100%	912
Visited a neighborhood park or Borough park	10%	88	27%	252	35%	319	15%	139	13%	120	100%	918
Ridden a CATA bus within State College	21%	193	13%	117	19%	178	11%	104	35%	324	100%	916
Attended a meeting of local elected officials or other local public meeting	82%	757	13%	124	3%	30	0%	4	0%	3	100%	918
Watched a meeting of local elected officials or other Borough-sponsored public meeting on cable television, the Internet or other media	69%	636	20%	187	9%	80	1%	12	0%	3	100%	919
Read a State College Newsletter	34%	315	29%	268	24%	223	7%	61	5%	49	100%	916
Visited the Borough of State College Web site (at www.statecollegepa.us)	42%	381	24%	217	24%	223	7%	64	3%	27	100%	913
Recycled used paper, cans or bottles from your home	5%	46	6%	52	8%	75	13%	122	68%	612	100%	907
Volunteered your time to some group or activity in State College	39%	358	23%	212	17%	157	6%	56	14%	132	100%	914
Participated in religious or spiritual activities in State College	50%	457	17%	159	12%	110	5%	44	16%	143	100%	913
Participated in a club or civic group in State College	54%	495	17%	155	15%	135	6%	51	8%	73	100%	910
Provided help to a friend or neighbor	5%	49	21%	188	45%	410	15%	136	14%	132	100%	916

Question 12: 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	10%	93
Several times a week	19%	170
Several times a month	27%	244
Less than several times a month	45%	407
Total	100%	915

Question 13: 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	27%	240	41%	374	12%	105	4%	36	17%	150	100%
Fire services	27%	245	28%	251	6%	57	0%	1	39%	355	100%	908
Ambulance or emergency medical services	28%	251	31%	279	4%	40	1%	8	36%	329	100%	908
Crime prevention	16%	141	38%	339	15%	134	2%	18	30%	266	100%	899
Fire prevention and education	16%	142	27%	246	10%	93	1%	9	46%	413	100%	902
Municipal courts	8%	76	21%	192	12%	108	3%	31	55%	492	100%	898
Traffic enforcement	13%	116	43%	386	23%	207	7%	63	14%	130	100%	902
Street repair	13%	119	40%	362	29%	263	11%	103	6%	52	100%	899
Street cleaning	33%	303	46%	417	15%	136	3%	23	3%	30	100%	909
Street lighting	22%	195	40%	365	22%	199	14%	129	2%	17	100%	905
Snow removal	30%	271	44%	402	19%	174	6%	51	1%	10	100%	909
Sidewalk maintenance	20%	183	49%	442	23%	206	7%	59	2%	17	100%	907
Traffic signal timing	14%	128	43%	387	26%	238	14%	129	2%	23	100%	905
Bus or transit services	34%	302	40%	360	14%	127	4%	33	9%	77	100%	899
Garbage collection	40%	364	45%	405	10%	87	1%	6	5%	46	100%	908
Recycling	37%	337	38%	344	17%	152	5%	46	3%	30	100%	909
Yard waste pick-up	26%	232	28%	251	12%	111	4%	32	31%	276	100%	902
Storm drainage	19%	171	42%	381	13%	120	3%	28	23%	205	100%	905

Question 13: Service Quality												
Please rate the quality of each of the following services in State College:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Drinking water	24%	221	40%	368	22%	199	10%	94	3%	29	100%	911
Sewer services	23%	209	42%	381	11%	95	1%	5	24%	216	100%	908
Power (electric and/or gas) utility	24%	219	50%	455	17%	151	3%	32	5%	49	100%	905
Borough parks	42%	376	46%	416	6%	50	0%	1	7%	62	100%	906
Recreation programs or classes	15%	139	31%	281	8%	71	1%	7	45%	412	100%	909
Recreation centers or facilities	17%	150	34%	309	10%	93	2%	15	37%	335	100%	902
Land use, planning and zoning	8%	77	27%	247	23%	213	6%	50	35%	320	100%	907
Code enforcement (weeds, abandoned buildings, etc.)	11%	97	32%	287	17%	153	3%	28	38%	340	100%	905
Animal control	13%	122	30%	275	11%	103	2%	15	43%	392	100%	907
Economic development	6%	55	36%	328	21%	194	5%	42	31%	284	100%	905
Health services	16%	146	46%	415	13%	118	5%	45	20%	180	100%	903
Services to seniors	10%	89	22%	201	7%	65	0%	2	60%	544	100%	901
Services to youth	15%	132	26%	235	8%	76	2%	17	49%	445	100%	905
Services to low-income people	9%	81	18%	163	13%	114	5%	47	55%	499	100%	904
Public library services	38%	347	32%	289	6%	55	1%	5	23%	207	100%	904
Public information services	17%	152	36%	322	11%	97	1%	10	36%	320	100%	902
Public schools	23%	208	28%	253	4%	40	0%	2	44%	402	100%	905
Cable television	14%	125	38%	343	21%	188	8%	75	19%	175	100%	907
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	83	22%	198	12%	108	5%	42	52%	473	100%	904
Preservation of natural areas such as open space, farmlands and greenbelts	15%	135	40%	361	17%	155	4%	34	24%	212	100%	896

Question 14: 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	19%	176	53%	485	12%	112	2%	22	13%	115	100%
The Federal Government	7%	60	32%	290	32%	287	9%	84	21%	190	100%	909
The State Government	6%	50	30%	268	30%	270	14%	127	21%	193	100%	909
Centre County Government	8%	75	40%	359	22%	197	2%	19	28%	258	100%	908

Question 15: 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	44%	401	40%	367	9%	87	5%	44	2%	15	100%
Remain in State College for the next five years	27%	245	21%	190	15%	137	32%	293	5%	45	100%	911

Question 16: 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	3%	31
Somewhat positive	18%	165
Neutral	56%	511
Somewhat negative	18%	160
Very negative	4%	41
Total	100%	909

Question 17: Contact with Borough Employees		
Have you had any in-person, phone or email 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	63%	566
Yes	37%	339
Total	100%	905

Question 18: 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	37%	124	43%	146	13%	45	5%	18	2%	6	100%
Responsiveness	46%	156	39%	132	8%	26	6%	19	2%	5	100%	338
Courtesy	46%	157	36%	122	8%	28	9%	31	0%	0	100%	338
Overall impression	40%	134	42%	143	9%	30	9%	31	0%	0	100%	338

Question 19: 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	14%	129	33%	301	20%	184	6%	51	27%	244	100%
The overall direction that State College is taking	6%	55	44%	398	23%	206	6%	56	21%	191	100%	907
The job State College government does at welcoming citizen involvement	8%	70	30%	268	22%	199	7%	59	34%	306	100%	902

Question 20a: Custom Question 1		
Have you used Schlow Centre Region Library (the local public library) in the last 12 months?	Percent of respondents	Count
No	50%	457
Yes	50%	465
Total	100%	922

Question 20b: Custom Question 2		
If you haven't used the Schlow Centre Region Library in the last 12 months, why not? (Please check all that apply.)	Percent of respondents	Count
I use the University's libraries	73%	326
I purchase books and media	30%	135
Location inconvenient	4%	16
I don't want to pay any potential fines or fees	7%	32
Don't know about library services	14%	62
No interest; doesn't have anything I need or want	23%	102
Parking/transportation issues	13%	56
Other	8%	36

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

Question 20c: Custom Question 3												
What was your impression of the employee(s) of Schlow Centre Region Library in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	55%	254	35%	162	6%	26	1%	3	4%	20	100%
Responsiveness	62%	285	29%	134	8%	36	1%	3	1%	6	100%	464
Courtesy	65%	304	27%	125	5%	25	1%	6	1%	3	100%	464
Overall impression	64%	298	29%	133	6%	29	0%	1	1%	3	100%	464

Question 20d: Custom Question 4												
Schlow Centre Region Library currently provides the following services. How likely or unlikely would you be to use the following services at Schlow Centre Region Library?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Check out E-books	23%	193	28%	241	13%	108	27%	227	10%	83	100%
Music downloads	18%	151	22%	188	17%	146	34%	290	9%	77	100%	851
Use public computers	17%	142	23%	195	21%	183	34%	287	5%	46	100%	854
Access free Wi-Fi	39%	335	28%	237	13%	111	15%	125	6%	49	100%	857
Use online research database and tools	24%	208	32%	274	16%	136	20%	171	7%	60	100%	848
Receive technology device training and assistance	10%	87	12%	101	22%	187	47%	397	9%	76	100%	847
Attend concerts	18%	150	34%	293	20%	173	21%	175	7%	61	100%	852
Attend author lectures	12%	104	29%	246	23%	199	29%	248	6%	53	100%	851
View art gallery	17%	141	32%	275	22%	186	24%	206	5%	44	100%	852
Request homebound delivery of materials for disabled	5%	45	5%	38	12%	100	62%	523	17%	143	100%	850

Question 20e: Custom Question 5		
Do you currently follow the Borough of State College on Facebook (by "liking" the Borough's page)?	Percent of respondents	Count
No, I do not use Facebook	20%	180
No, I use Facebook, but have not been to the State College page	75%	678
Yes	3%	24
Don't know	2%	19
Total	100%	901

Question 20f: Custom Question 6		
Are you currently enrolled as a full-time student at Penn State?	Percent of respondents	Count
No	50%	450
Yes	50%	450
Total	100%	899

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	299
Yes, full-time	43%	396
Yes, part-time	24%	223
Total	100%	918

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	42%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	13%
Walk	21%
Bicycle	10%
Work at home	8%
Other	0%

Question D3: Length of Residency		
How many years have you lived in State College?	Percent of respondents	Count
Less than 2 years	26%	239
2 to 5 years	43%	392
6 to 10 years	10%	89
11 to 20 years	8%	75
More than 20 years	14%	127
Total	100%	922

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	24%	221
House attached to one or more houses (e.g., a duplex or townhome)	26%	237
Building with two or more apartments or condominiums	48%	443
Mobile home	0%	0
Other	2%	20
Total	100%	921

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	79%	703
Owned by you or someone in this house with a mortgage or free and clear	21%	191
Total	100%	894

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	1%	9
\$300 to \$599 per month	21%	186
\$600 to \$999 per month	47%	420
\$1,000 to \$1,499 per month	18%	161
\$1,500 to \$2,499 per month	9%	84
\$2,500 or more per month	4%	40
Total	100%	901

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	90%	832
Yes	10%	88
Total	100%	919

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	91%	838
Yes	9%	80
Total	100%	919

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	46%	410
\$25,000 to \$49,999	25%	219
\$50,000 to \$99,999	19%	170
\$100,000 to \$149,000	6%	54
\$150,000 or more	3%	31
Total	100%	884

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	878
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	34
Total	100%	912

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	0%	3
Asian, Asian Indian or Pacific Islander	14%	124
Black or African American	3%	24
White	82%	745
Other	4%	40

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	42%	382
25 to 34 years	39%	357
35 to 44 years	4%	37
45 to 54 years	4%	39
55 to 64 years	4%	32
65 to 74 years	3%	30
75 years or older	4%	37
Total	100%	914

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	46%	416
Male	54%	488
Total	100%	904

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	25%	227
Yes	64%	589
Ineligible to vote	7%	61
Don't know	4%	41
Total	100%	917

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	28%	262
Yes	56%	511
Ineligible to vote	14%	127
Don't know	2%	19
Total	100%	919

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	3%	31
Yes	97%	884
Total	100%	916

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	79%	726
Yes	21%	189
Total	100%	915

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	28%	47
Land line	51%	86
Both	22%	37
Total	100%	170

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.”

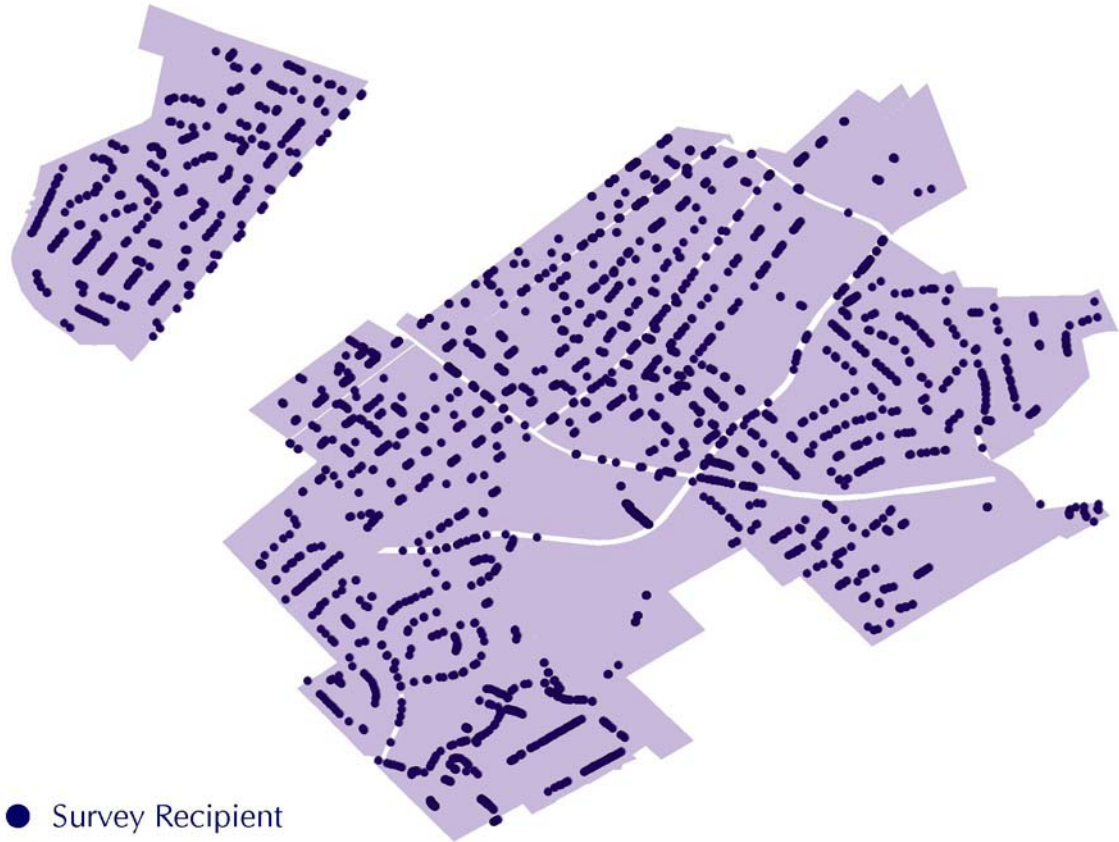
SURVEY SAMPLING

“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 95: LOCATION OF SURVEY RECIPIENTS

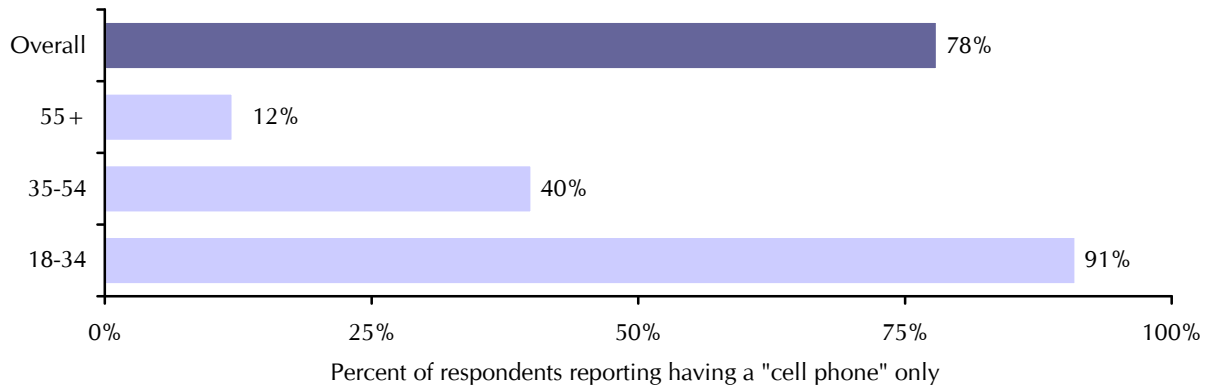
The National Citizen Survey™ State College, PA 2012



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 are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, State College has a “cord cutter” population greater than the nationwide 2010 estimates.

FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN STATE COLLEGE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 16, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor and Borough Manager 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 five weeks.

Several additional services augmented The NCS™, including a scientific Web survey, custom benchmark comparisons, and geographic subgroup comparisons

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 three percentage points around any given percent reported for the entire sample (931 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

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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. 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 2010 Census estimates and 2005-2009 American Community Survey 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, housing unit type 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, PA Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	80%	35%	79%
Own home	20%	65%	21%
Detached unit	22%	66%	24%
Attached unit	78%	34%	76%
Race and Ethnicity			
White	84%	88%	79%
Not white	16%	12%	21%
Not Hispanic	96%	97%	96%
Hispanic	4%	3%	4%
White alone, not Hispanic	81%	86%	77%
Hispanic and/or other race	19%	14%	23%
Sex and Age			
Female	46%	56%	46%
Male	54%	44%	54%
18-34 years of age	84%	28%	81%
35-54 years of age	7%	26%	8%
55+ years of age	8%	46%	11%
Females 18-34	38%	16%	37%
Females 35-54	4%	14%	4%
Females 55+	5%	27%	6%
Males 18-34	47%	12%	45%
Males 35-54	4%	12%	4%
Males 55+	4%	19%	5%

⁴ Source: 2010 Census/2005-2009 ACS

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 a population of 25,000 – 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.

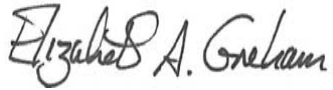
APPENDIX C: SURVEY MATERIALS

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

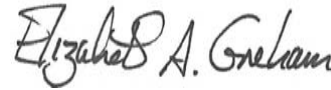


Thomas J. Fontaine
Borough Manager

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Elizabeth A. Goreham
Mayor



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Borough Manager

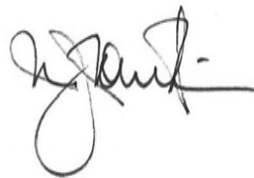
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Mayor

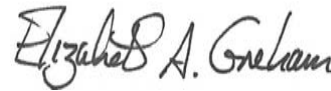


Thomas J. Fontaine
Borough Manager

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



Thomas J. Fontaine
Borough Manager



STATE COLLEGE, PA

BOUROUGH OF STATE COLLEGE

243 South Allen Street
State College, PA 16801-4864

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



STATE COLLEGE, PA

BOUROUGH OF STATE COLLEGE

243 South Allen Street
State College, PA 16801-4864

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



BOROUGH OF STATE COLLEGE

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

March 2012

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 2012 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.**

You may complete the survey online if you would prefer, at:
[xxWeb address]

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

Thomas J. Fountaine
Borough Manager



BOROUGH OF STATE COLLEGE

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

April 2012

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.

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.**

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

Sincerely,

Elizabeth A. Goreham
Mayor

Thomas J. Fountaine
Borough Manager

The Borough of State College 2012 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 preventive 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

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

7. Have you had any in-person or phone contact with an employee of the Borough of State College Police Department within the last 12 months?

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

8. What was your overall impression of your most recent contact with the Borough of State College Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

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

- No Yes Don't know

11. 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

12. 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

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13. 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
Municipal courts	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

14. 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

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

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

16. 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

17. Have you had any in-person, phone or email 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 19 Yes → Go to Question 18

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

	Excellent	Good	Fair	Poor	Don't know
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

19. 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

20. a. Have you used Schlow Centre Region Library (the local public library) in the last 12 months?

- No → Go to Question 20b Yes → Go to Question 20c

b. If you haven't used Schlow Centre Region Library in the last 12 months, why not?

(Please check all that apply.)

- I use the University's libraries
- I purchase books and media
- Location inconvenient
- I don't want to pay any potential fines or fees
- Don't know about library services
- No interest; doesn't have anything I need or want
- Parking/transportation issues
- Other

c. What was your impression of the employee(s) of Schlow Centre Region Library in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know
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

d. Schlow Centre Region Library currently provides the following services. How likely or unlikely would you be to use the following services at Schlow Centre Region Library?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Check out E-books.....	1	2	3	4	5
Music downloads.....	1	2	3	4	5
Use public computers.....	1	2	3	4	5
Access free Wi-Fi.....	1	2	3	4	5
Use online research databases and tools.....	1	2	3	4	5
Receive technology device training and assistance.....	1	2	3	4	5
Attend concerts.....	1	2	3	4	5
Attend author lectures.....	1	2	3	4	5
View art gallery.....	1	2	3	4	5
Request homebound delivery of materials for disabled.....	1	2	3	4	5

e. Do you currently follow the Borough of State College on Facebook (by "liking" the Borough's page)?

- No, I do not use Facebook
- No, I use Facebook, but have not been to the State College page
- Yes
- Don't know

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

- No
- Yes

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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 questions 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



STATE COLLEGE, PA

BOUROUGH OF STATE COLLEGE

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