



**CITY OF
SOUTH LAKE TAHOE, CA
DRAFT 2011**



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

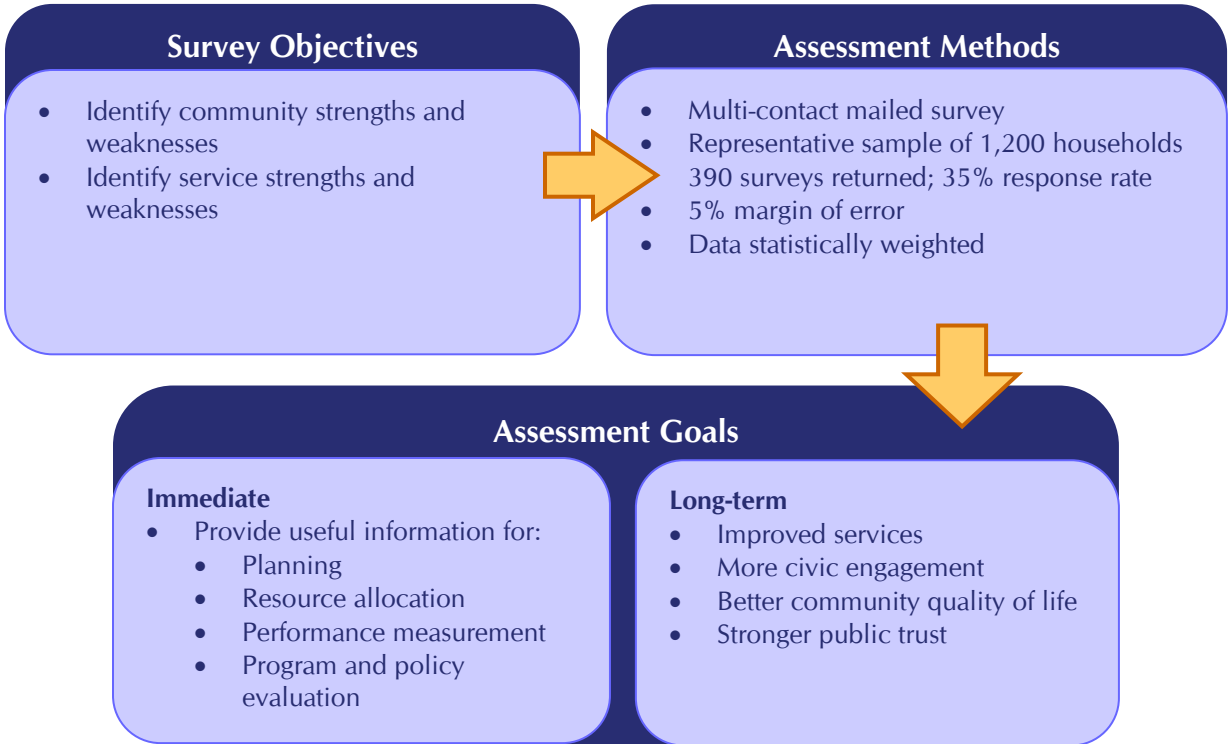
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SURVEY BACKGROUND

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 390 completed surveys were obtained, providing an overall response rate of 35%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of South Lake Tahoe was developed in close cooperation with local jurisdiction staff. South Lake Tahoe staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of South Lake Tahoe staff also augmented The National Citizen Survey™ basic service through including several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with respondents' ratings of community characteristics and is followed by respondents' ratings of service quality. For all evaluative questions, the percent of respondents 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 City of South Lake Tahoe Survey (390 completed surveys) is plus or minus five 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 55-65% of all utility customers are likely to feel that way. The City of South Lake Tahoe provided NRC with their own mailing list. In an effort to hear from more year-round residents and fewer seasonal residents, the City provided NRC with their utility billing list. NRC sampled from this list, and as a result, the majority of respondents were year-round homeowners.

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 City of South Lake Tahoe, but from City of South Lake Tahoe 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 six 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 City of South Lake Tahoe chose to have comparisons made to the entire database. 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 City of South Lake Tahoe 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 City of South Lake Tahoe 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 City of South Lake Tahoe'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 City of South Lake Tahoe survey provides the opinions of a representative sample of utility customers 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 utility customers experienced a good quality of life in the City of South Lake Tahoe and believed the City was a good place to live. The overall quality of life in the City of South Lake Tahoe was rated as “excellent” or “good” by 70% of respondents. About eight in ten reported they plan on staying in the City of South Lake Tahoe for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were air quality, the overall quality of the natural environment, and recreational opportunities. The three characteristics receiving the least positive ratings were employment opportunities, shopping opportunities, 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, three were above the national benchmark comparison, two were similar to the national benchmark comparison and 26 were below.

Utility customers in the City of South Lake Tahoe were very civically engaged. About half had attended a meeting of local elected public officials or other local public meeting in the previous 12 months and 99% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of South Lake Tahoe, which was higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by the City of South Lake Tahoe as “good” or “excellent.” This was much below the benchmark. Those utility customers who had interacted with an employee of the City of South Lake Tahoe in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, six were above the benchmark comparison, nine were similar to the benchmark comparison and 23 were below.

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

- Code enforcement
- Police services
- Preservation of natural areas

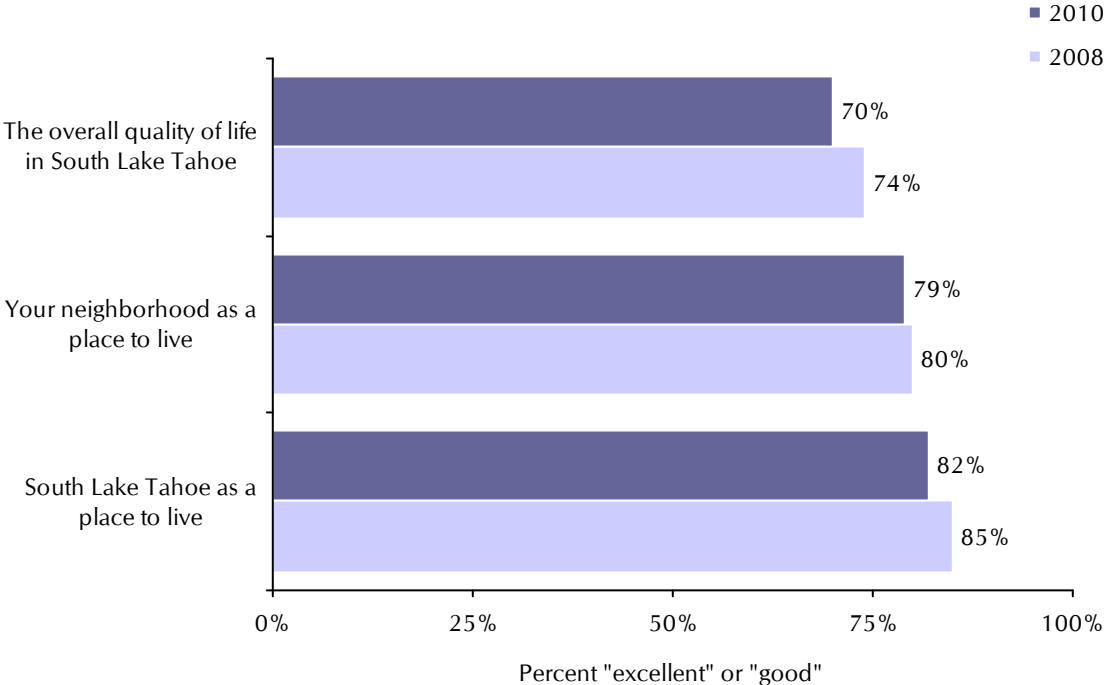
COMMUNITY RATINGS

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 City of South Lake Tahoe – not only direct questions about quality of life overall and in neighborhoods, but questions to measure utility customer’s commitment to the City of South Lake Tahoe. Respondents were asked whether they planned to move soon or if they would recommend the City of South Lake Tahoe to others. Intentions to stay and willingness to make recommendations provide evidence that the City of South Lake Tahoe offers services and amenities that work.

Most of the City of South Lake Tahoe’s utility customers gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. These ratings were similar to the previous survey year.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR



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

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

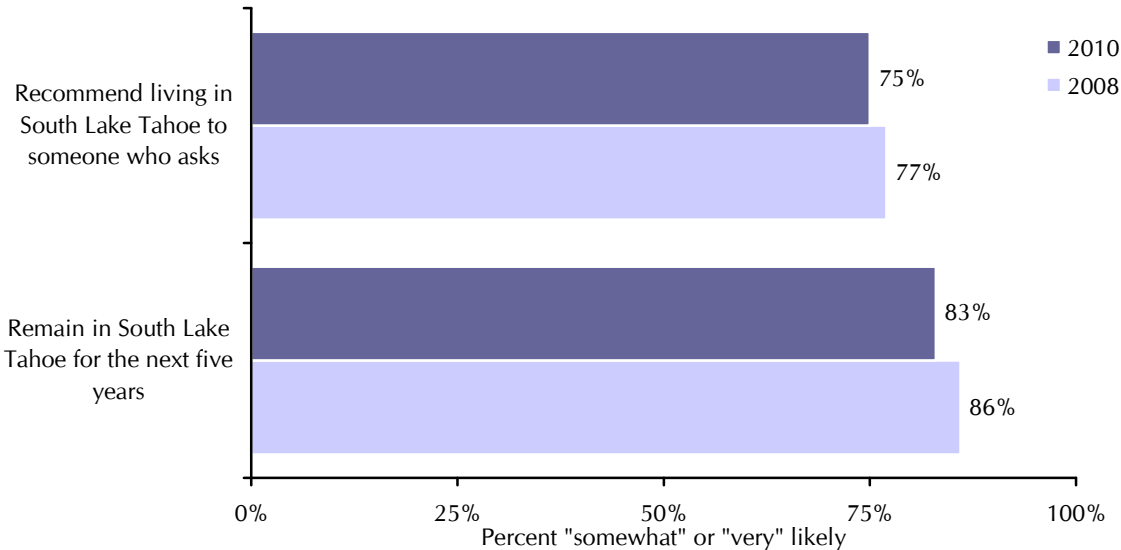


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in South Lake Tahoe	Below
Your neighborhood as place to live	Similar
South Lake Tahoe as a place to live	Similar
Recommend living in South Lake Tahoe to someone who asks	Much below
Remain in South Lake Tahoe for the next five years	Similar

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of respondents 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 customer 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.

Those 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 car travel was given the most positive rating, followed by the availability or paths and walking trails. These ratings tended to be lower than the benchmark and similar to the past survey year.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

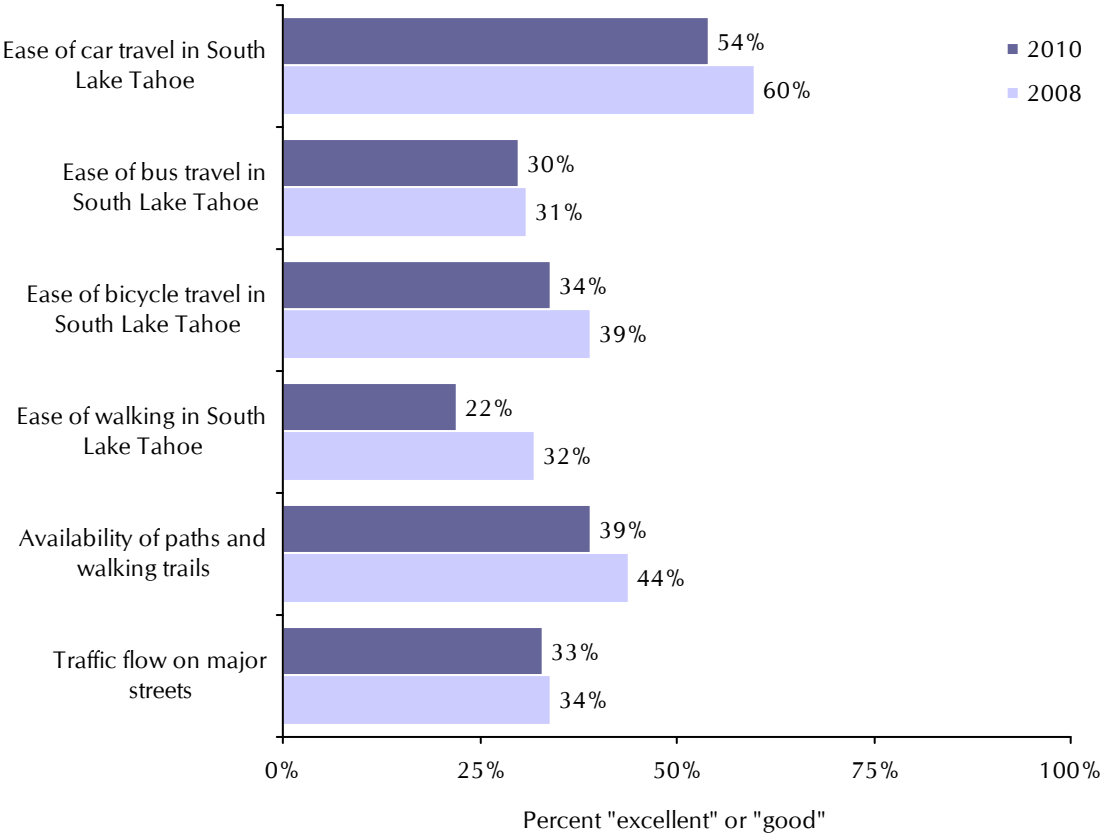


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in South Lake Tahoe	Similar
Ease of bus travel in South Lake Tahoe	Much below
Ease of bicycle travel in South Lake Tahoe	Much below
Ease of walking in South Lake Tahoe	Much below
Availability of paths and walking trails	Much below
Traffic flow on major streets	Below

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

Eight transportation services were rated in South Lake Tahoe. As compared to most communities across America, ratings tended to be somewhat unfavorable. One was similar to the benchmark and seven were below the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

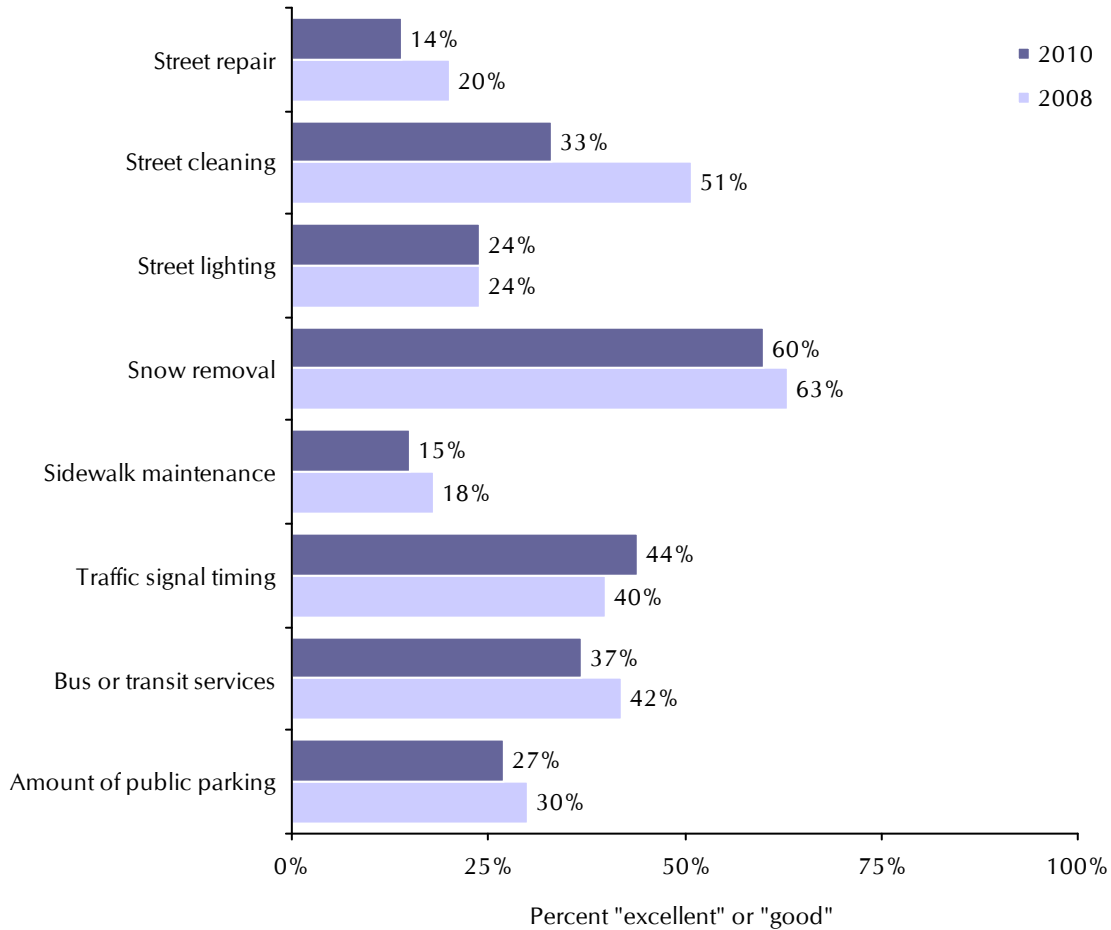


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much below
Street cleaning	Much below
Street lighting	Much below
Snow removal	Similar
Sidewalk maintenance	Much below
Traffic signal timing	Below
Bus or transit services	Much below
Amount of public parking	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

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

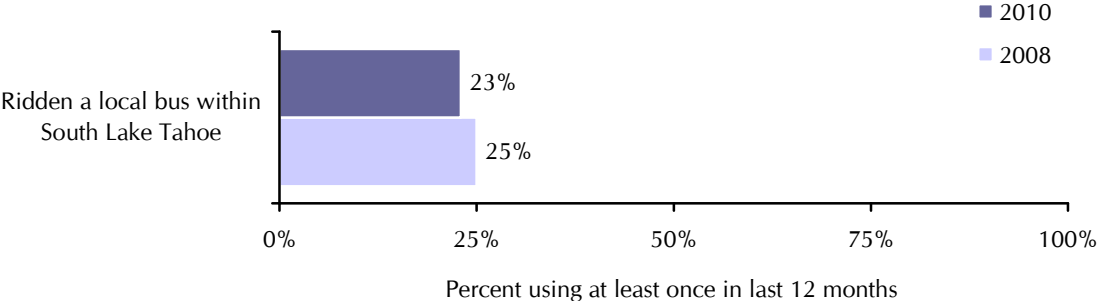


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within South Lake Tahoe	Similar

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

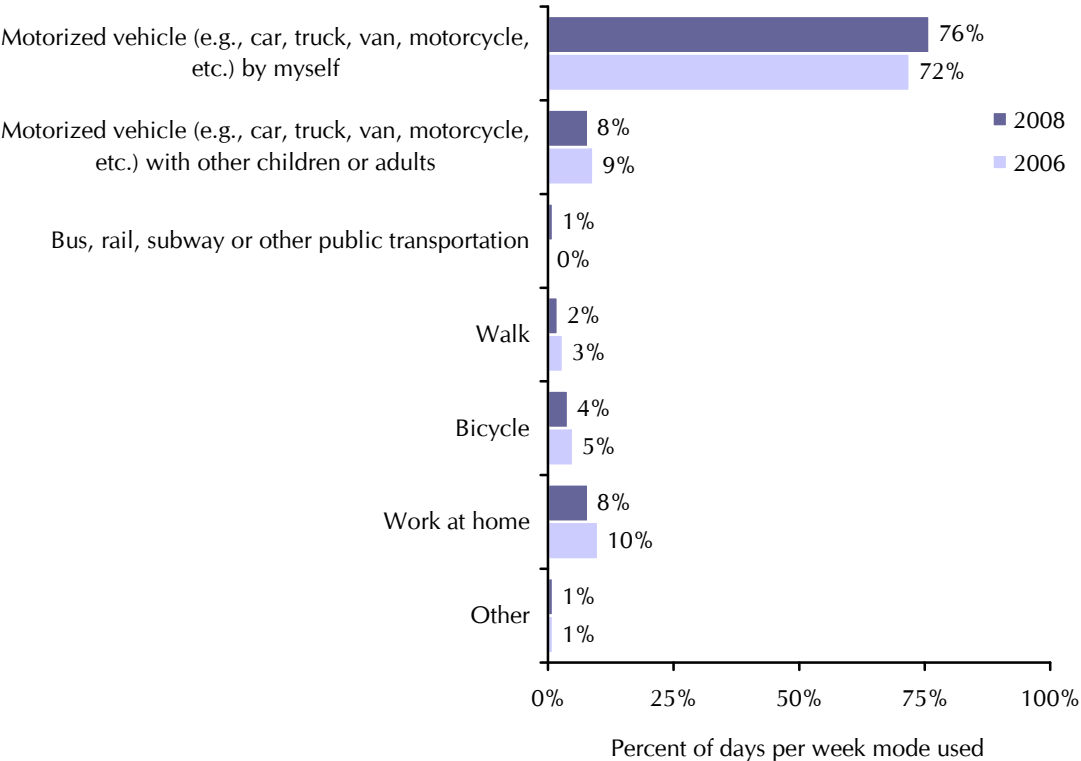


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Similar

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 customers. 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 customers 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 City of South Lake Tahoe utility customers 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 20% of respondents, while the variety of housing options was rated as “excellent” or “good” by 30% of respondents. The rating of perceived affordable housing availability was worse in the City of South Lake Tahoe than the ratings, on average, in comparison jurisdictions. The rating for the variety of housing options had improved over the last two years.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

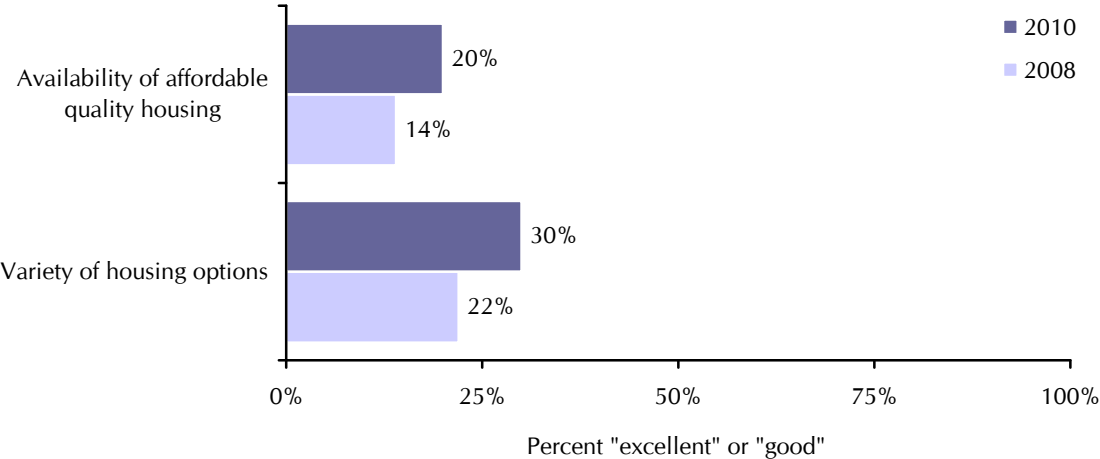


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

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

To augment the perceptions of affordable housing in South Lake Tahoe, the cost of housing as reported in the survey was compared to respondents' reported monthly income to create a rough estimate of the proportion of utility customers experiencing housing cost stress. About 48% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

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

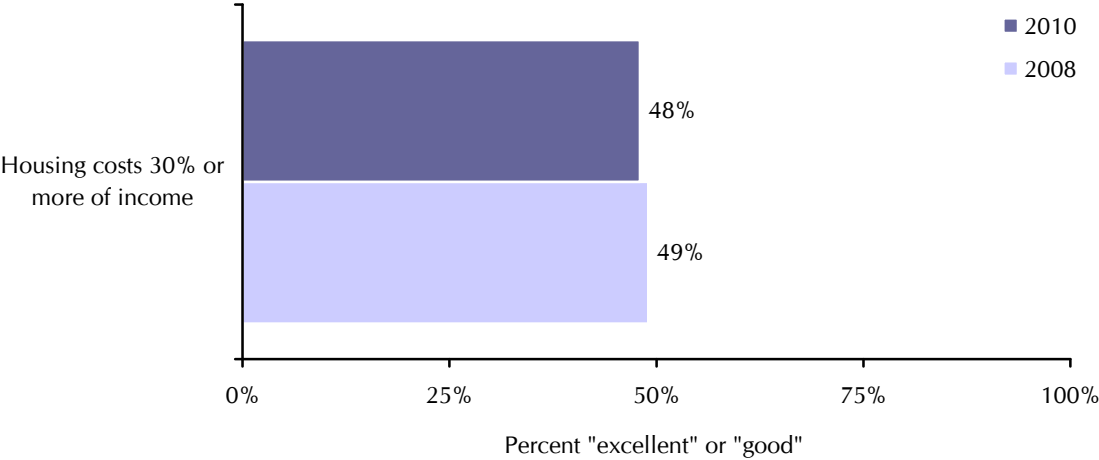


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	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 utility customers to evaluate the quality of new development, the appearance of the City of South Lake Tahoe 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 City of South Lake Tahoe was rated as “excellent” or “good” by 36% of respondents. The overall appearance of South Lake Tahoe was rated as “excellent” or “good” by 26% of respondents and was much lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of South Lake Tahoe, 37% thought they were a “major” problem.

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

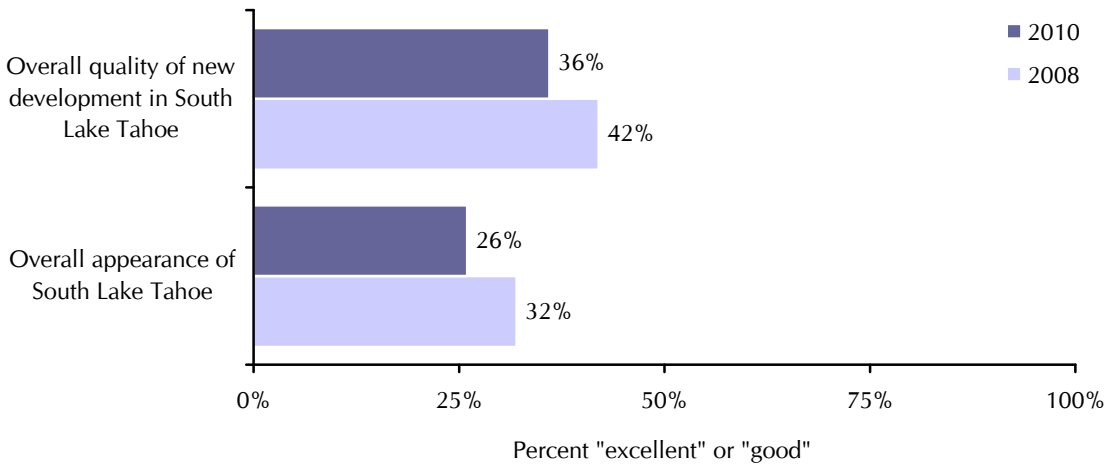


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in South Lake Tahoe	Much below
Overall appearance of South Lake Tahoe	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

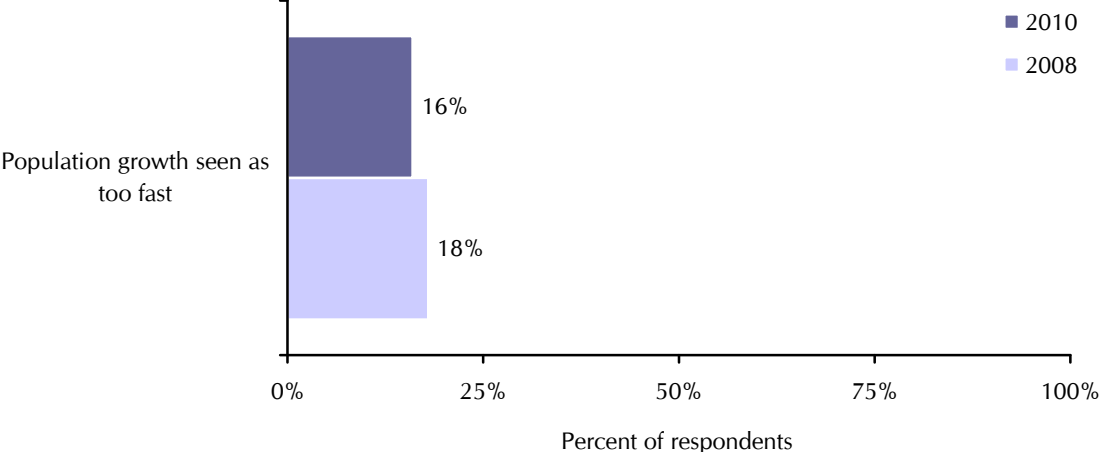


FIGURE 21: POPULATION GROWTH BENCHMARKS

Population growth seen as too fast	Comparison to benchmark
	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

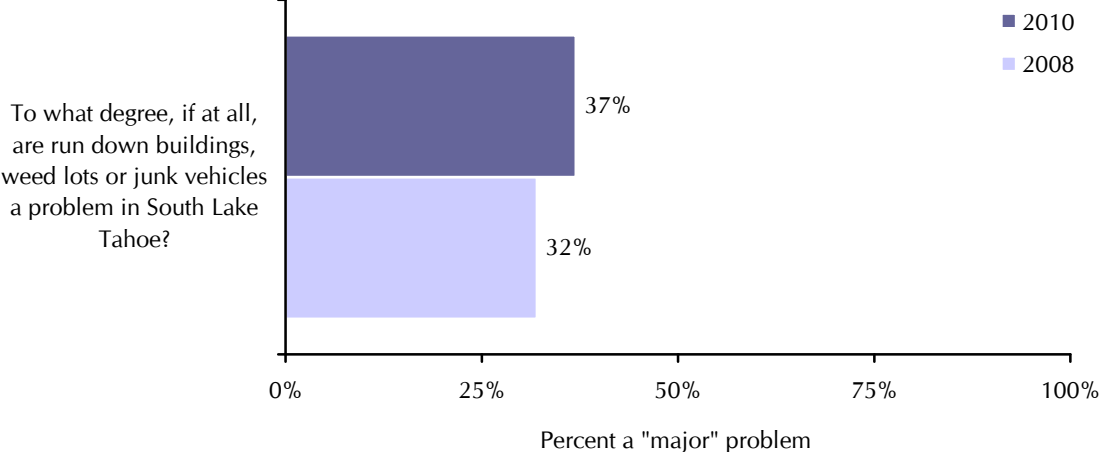


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Run down buildings, weed lots and junk vehicles seen as a "major" problem	Comparison to benchmark
	Much more

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

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

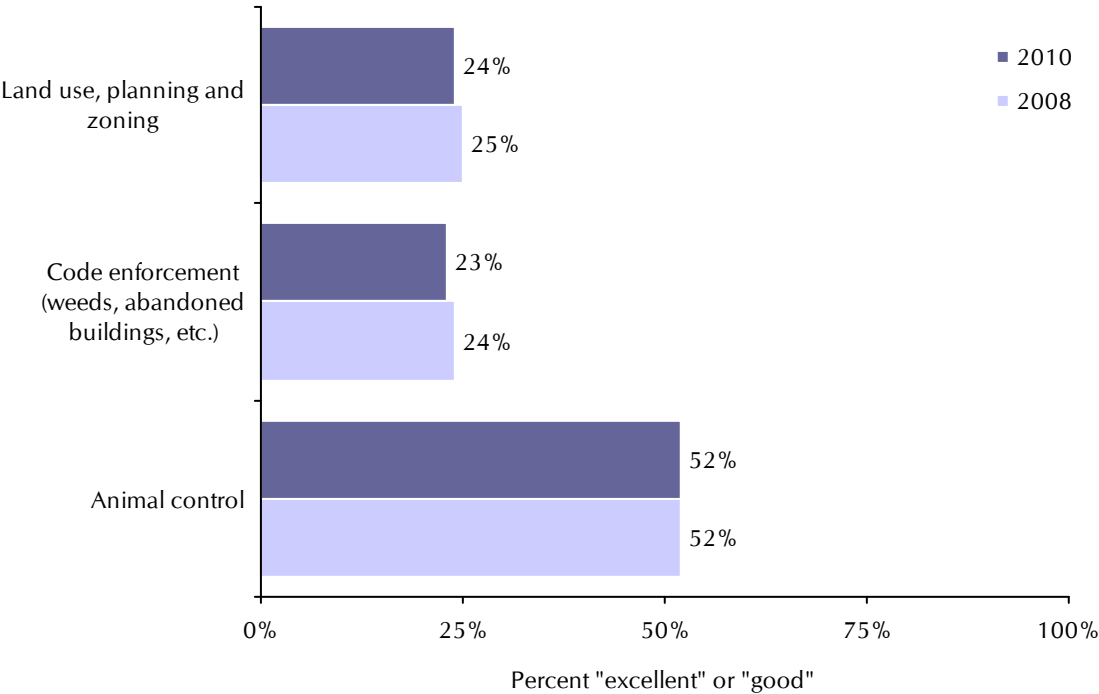


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Below

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 respondents 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 South Lake Tahoe as a place to work and the overall quality of business and service establishments in South Lake Tahoe. These ratings were similar to the previous survey year.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

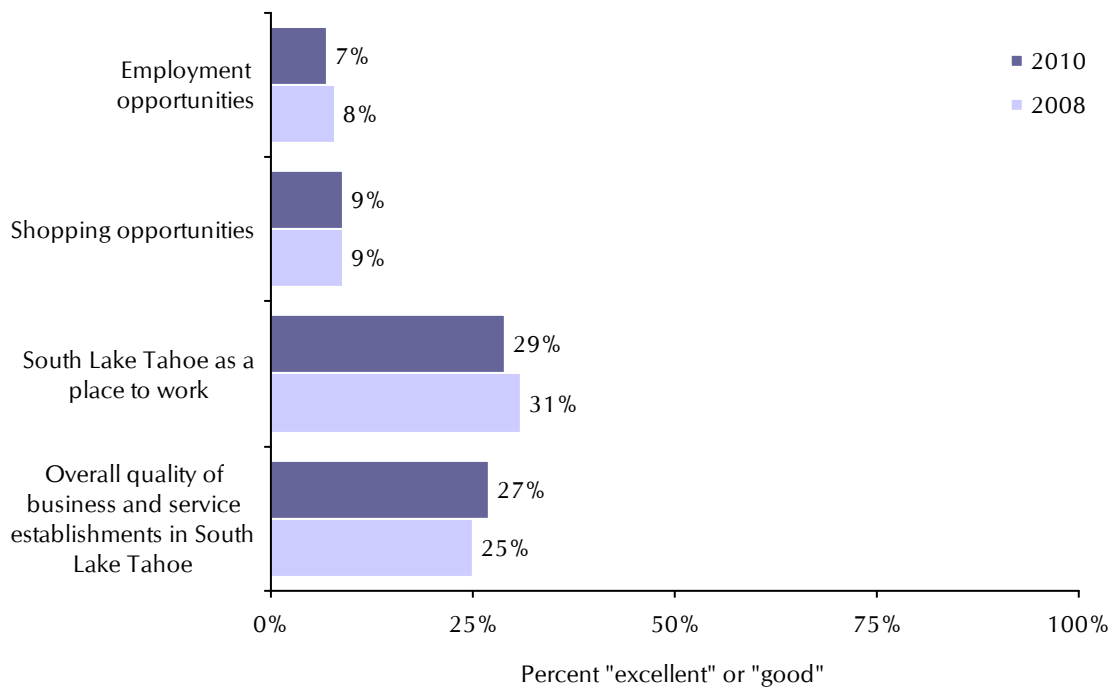


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Much below
South Lake Tahoe as a place to work	Much below
Overall quality of business and service establishments in South Lake Tahoe	Much below

Survey respondents 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 job growth in South Lake Tahoe, 94% responded that it was “too slow,” while 72% reported retail growth as “too slow.” Many more respondents in South Lake Tahoe compared to other jurisdictions believed that retail growth was too slow and many more respondents believed that job growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

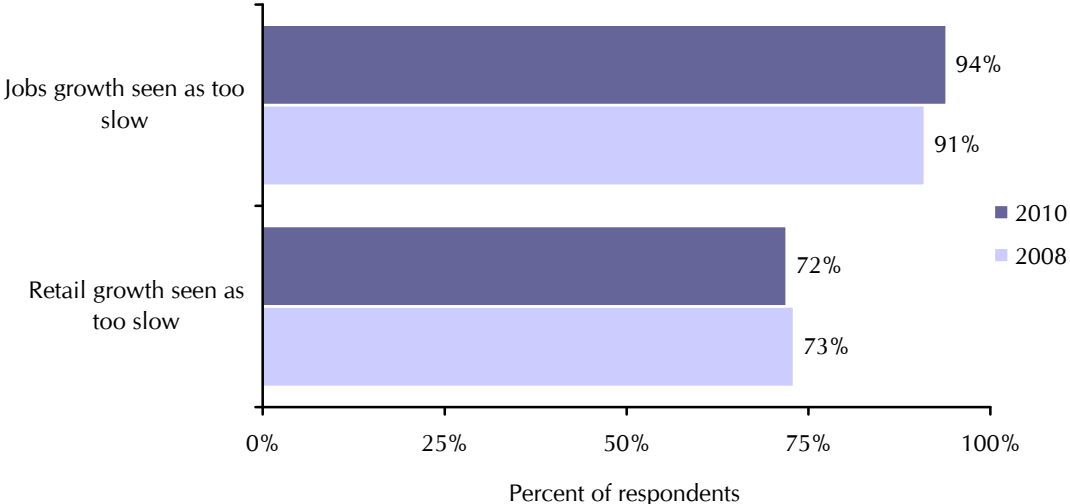


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

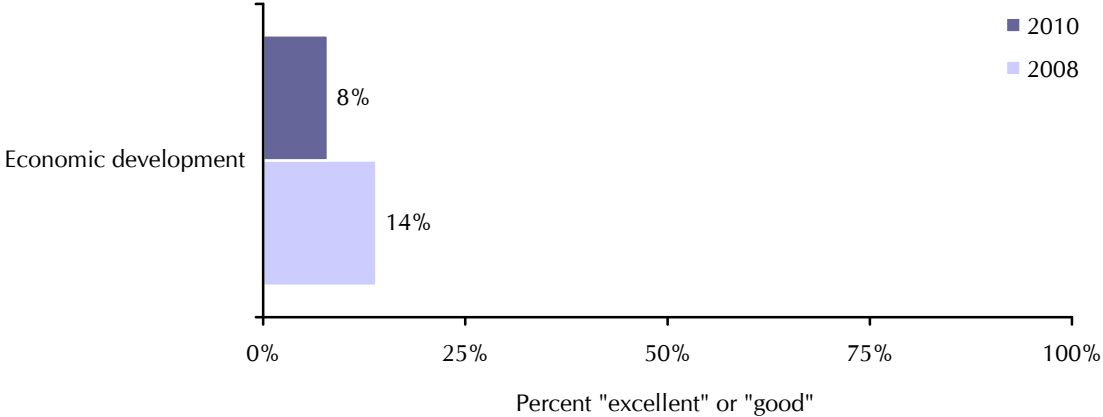


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much below

Utility customers were asked to reflect on their economic prospects in the near term. Fourteen percent of the City of South Lake Tahoe utility customers expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of respondents with an optimistic outlook on their household income was less than comparison jurisdictions, but had increased over time.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

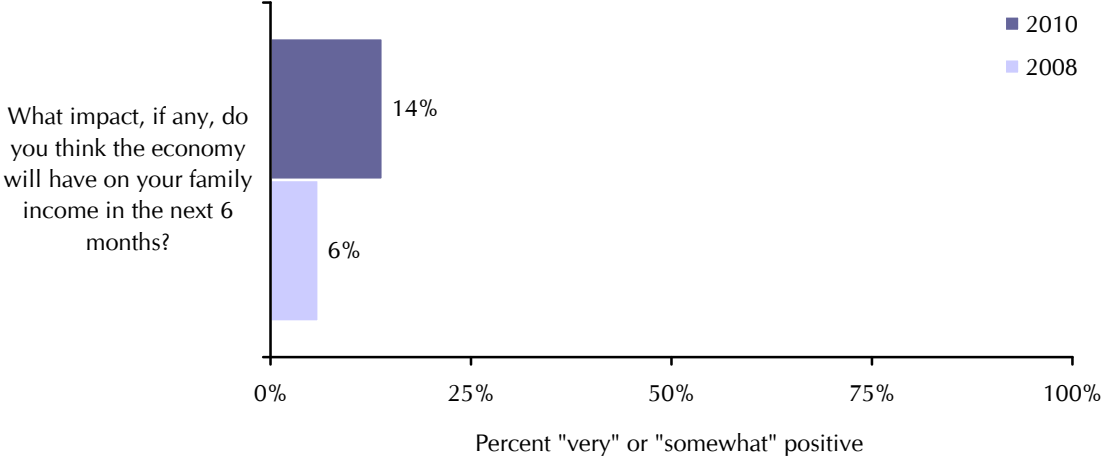


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

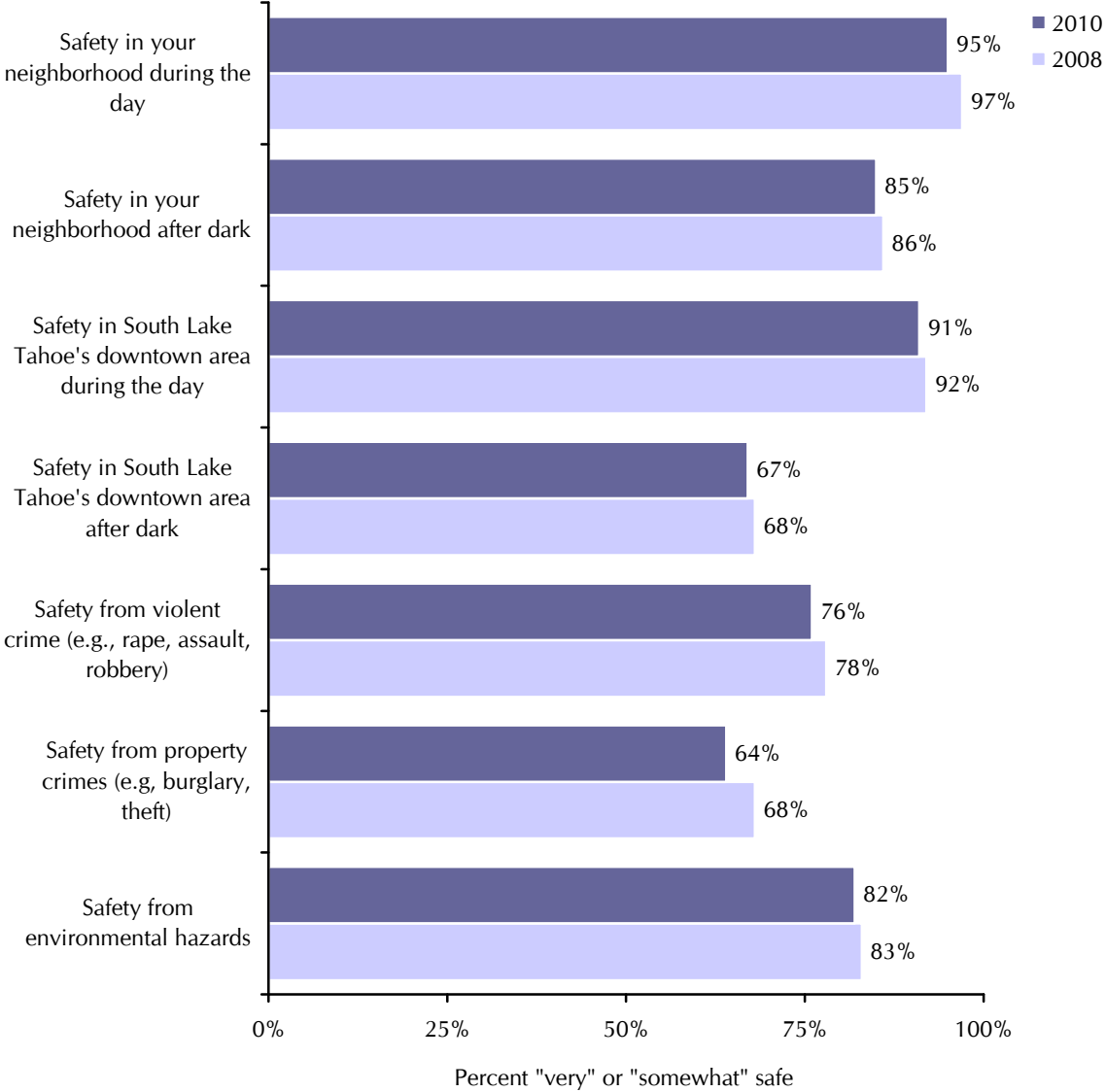
Comparison to benchmark	
Positive impact of economy on household income	Below

PUBLIC SAFETY

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

Survey respondents 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 City South Lake Tahoe. About 76% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 82% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. These ratings were steady over time.

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



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

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In South Lake Tahoe's downtown area during the day	Above
In South Lake Tahoe's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Above
Environmental hazards, including toxic waste	Above

As assessed by the survey, 12% 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, 85% had reported it to police. Compared to other jurisdictions about the same percent of South Lake Tahoe utility customers had been victims of crime in the 12 months preceding the survey and many more had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

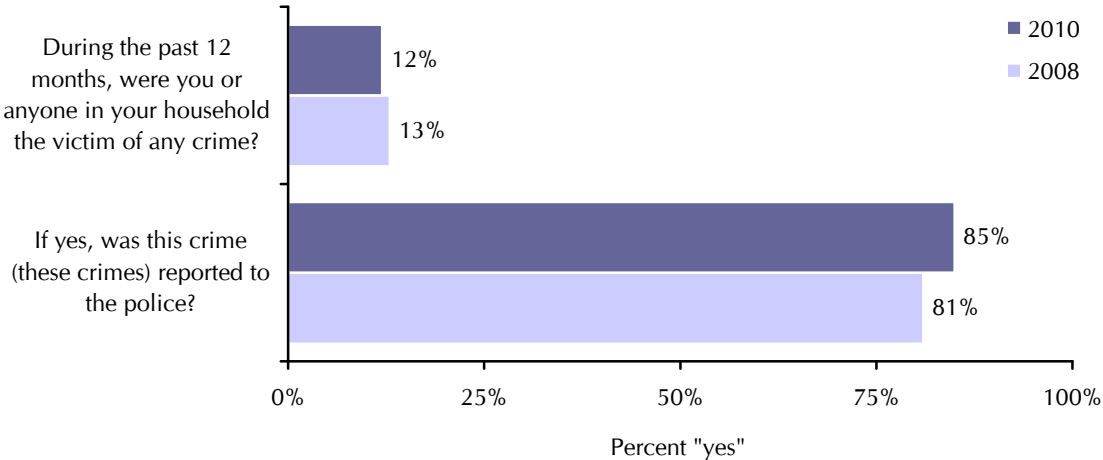
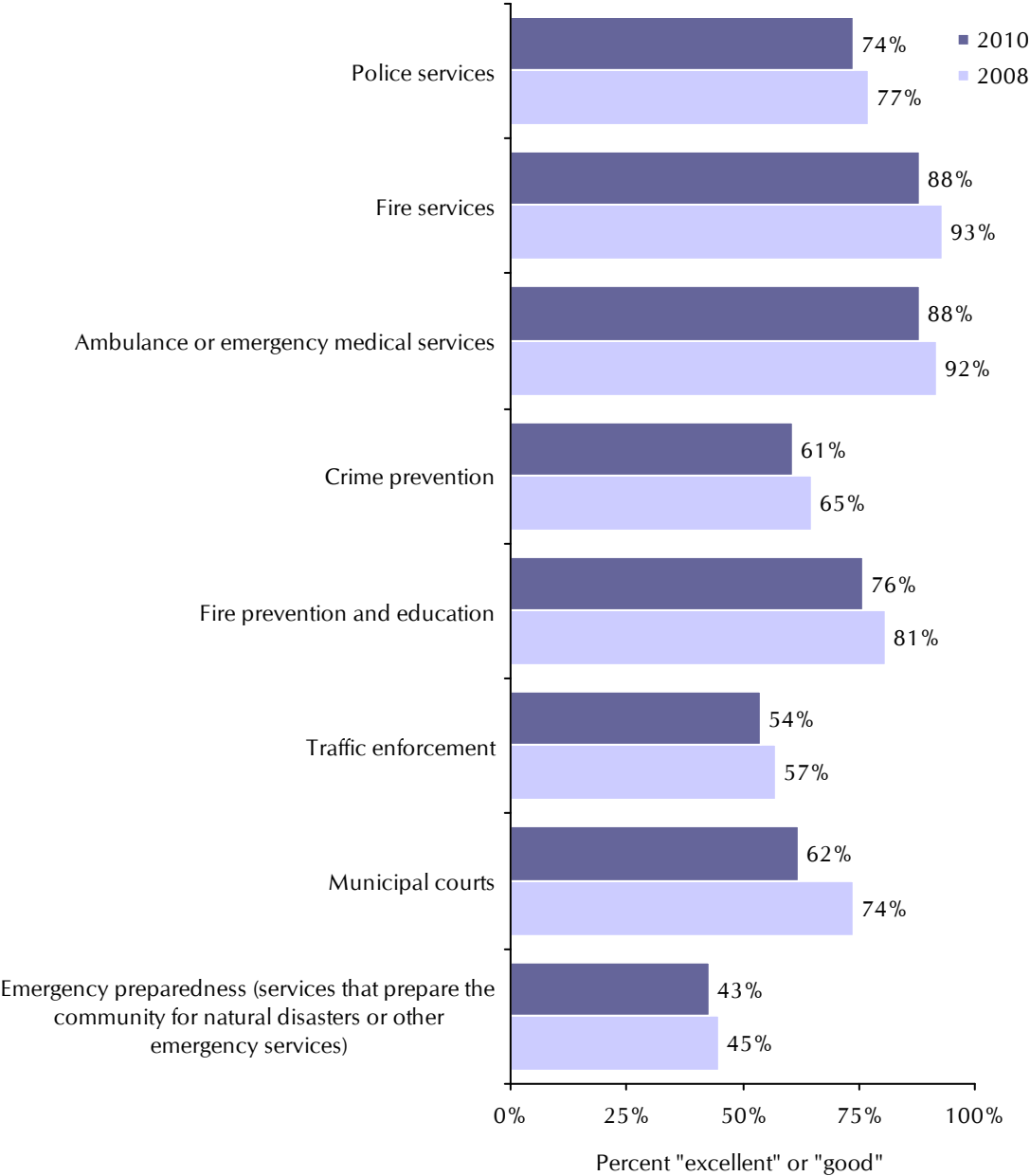


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	Much more

Survey respondents rated eight City public safety services; of these, four were rated similar to the benchmark comparison and four were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Most were rated similar compared to the previous survey.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



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

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Below
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Below
Fire prevention and education	Similar
Traffic enforcement	Much below
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

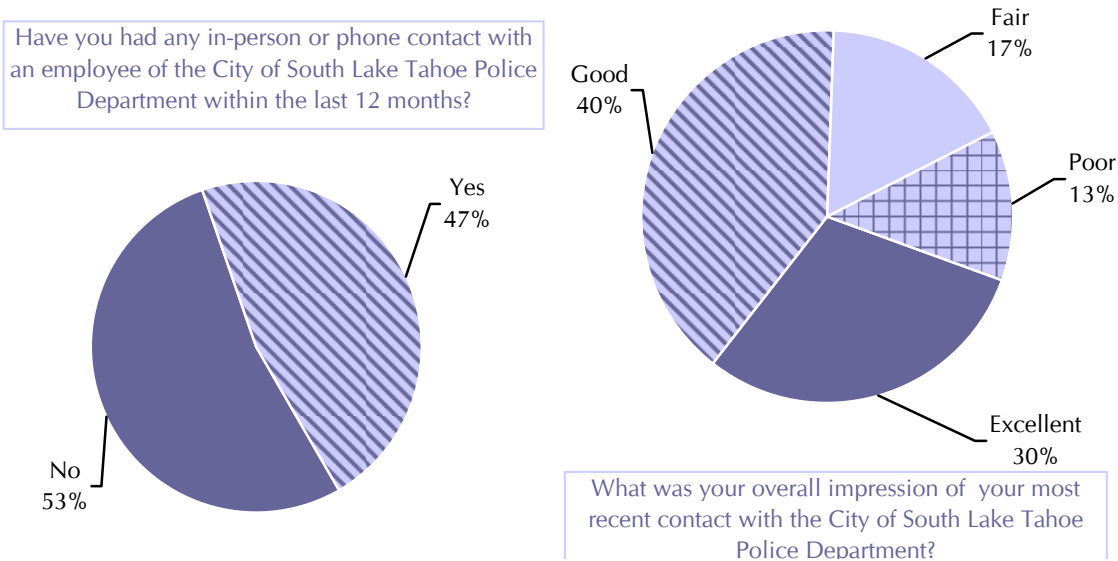


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

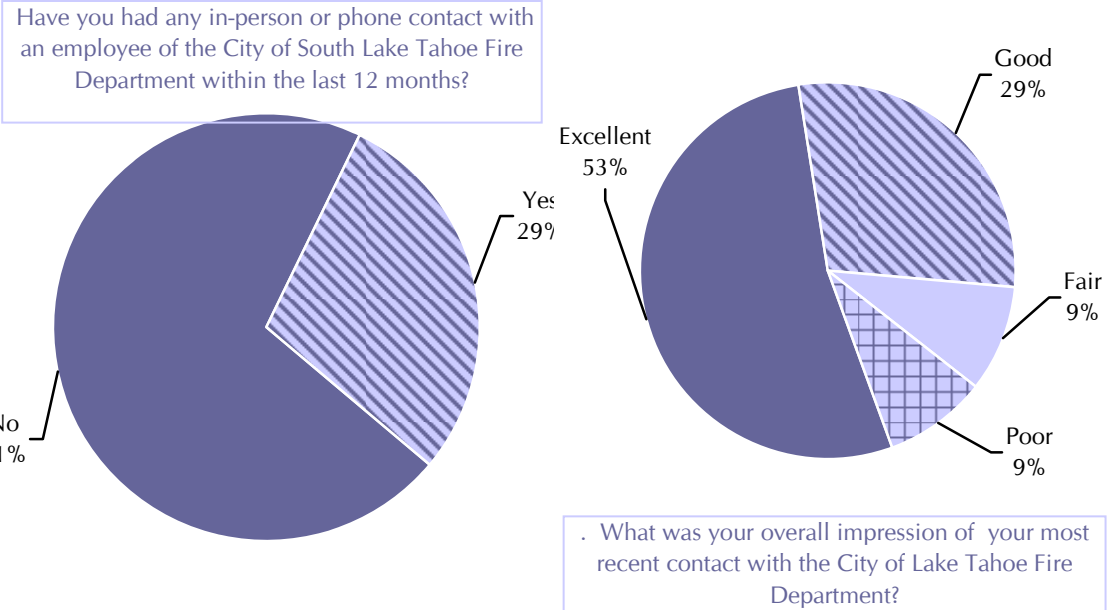


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of South Lake Tahoe Police Department	Much more
Overall impression of most recent contact with the City of South Lake Tahoe Police Department	Below
Had contact with the City of South Lake Tahoe Fire Department	Much more
Overall impression of most recent contact with the City of South Lake Tahoe Fire Department	Below

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

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.

Utility customers 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 90% of survey respondents. Air quality received the highest rating, and it was much above the benchmark. These rating had remained stable over the past two years.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

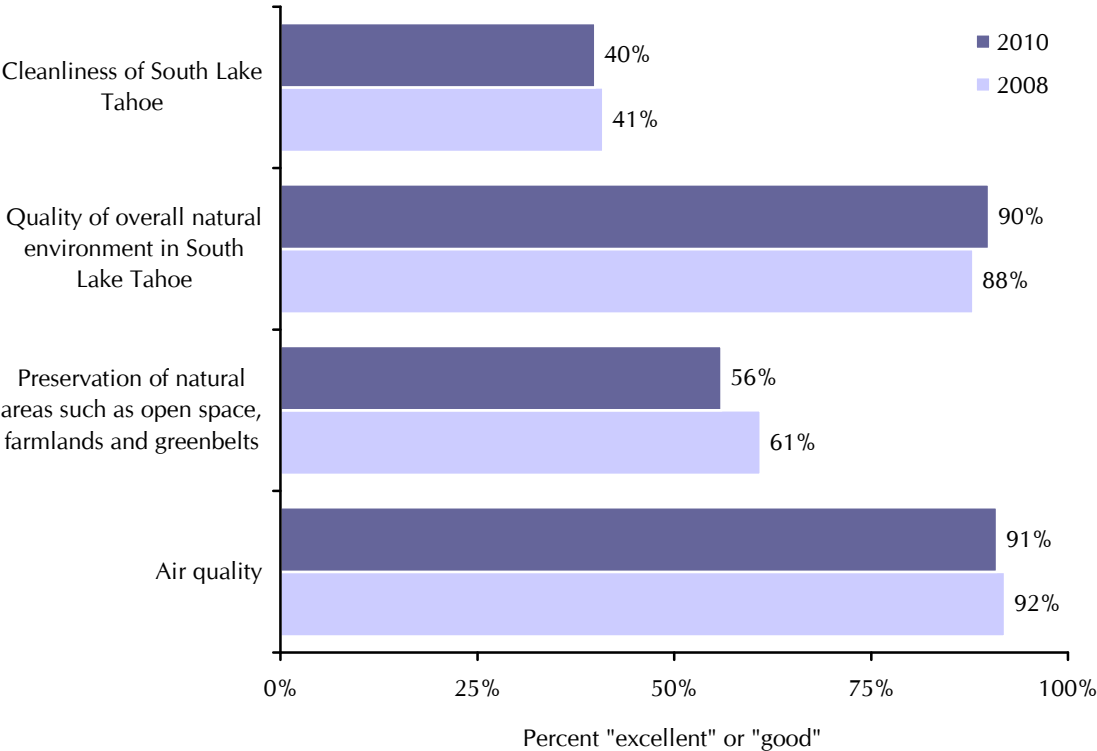


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of South Lake Tahoe	Much below
Quality of overall natural environment in South Lake Tahoe	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Similar
Air quality	Much above

The amount of reported recycling was much greater than recycling reported in comparison communities, and had increased over the past two years.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

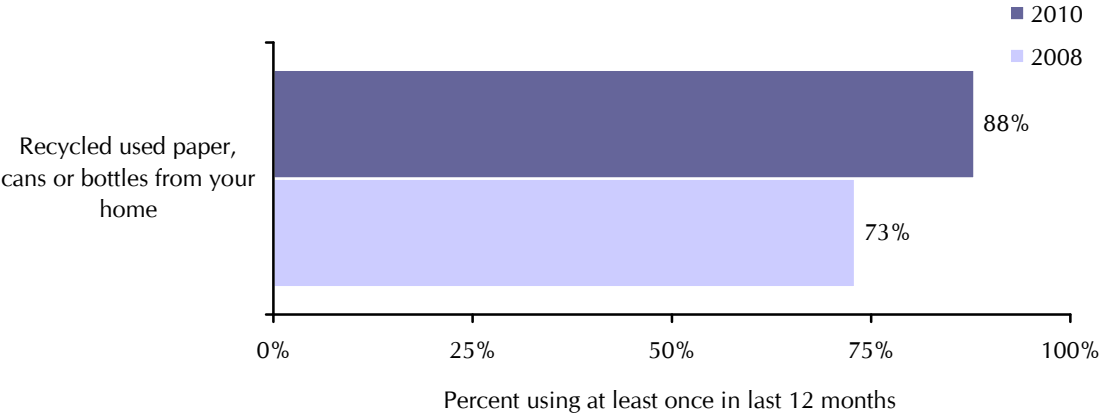


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, six were higher than the benchmark comparison and one was much below the benchmark comparison. The rating for recycling improved from 2008 to 2010.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

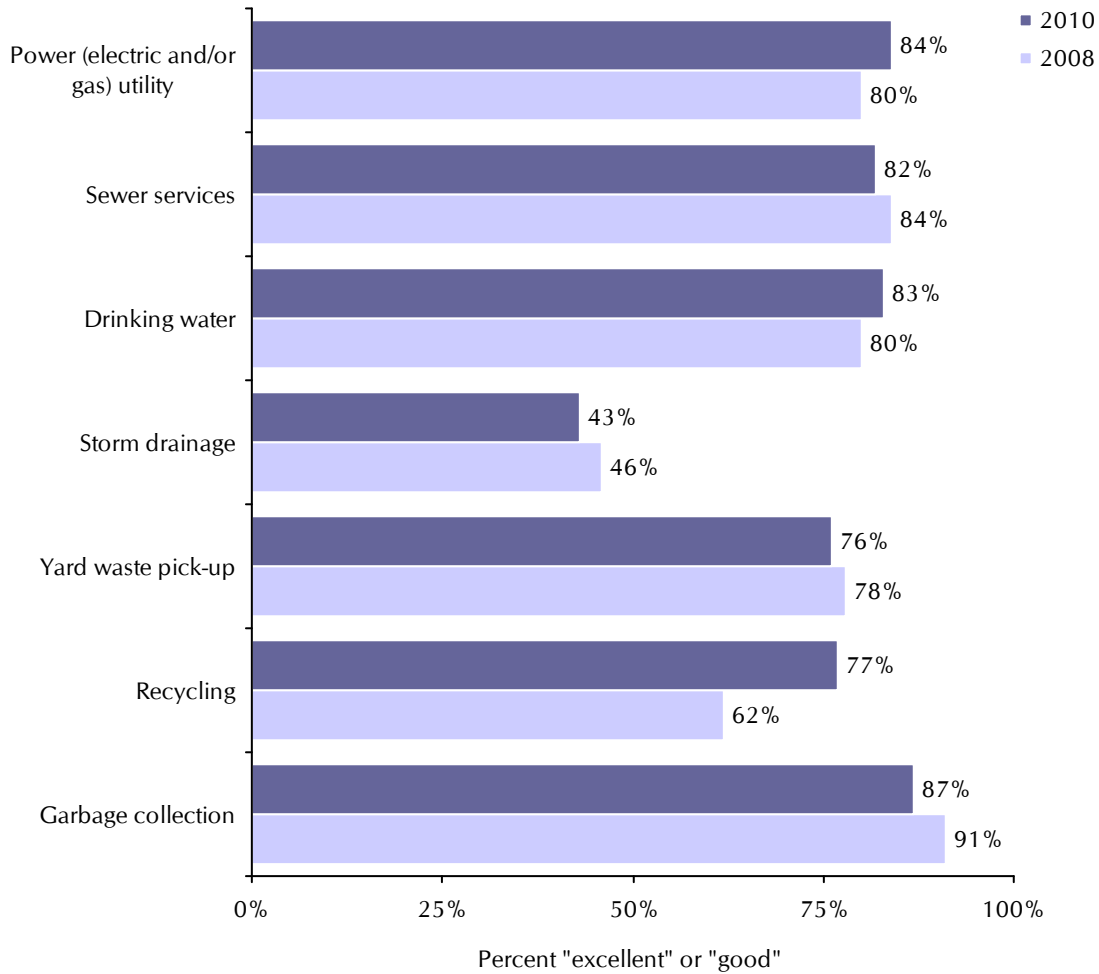


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Much above
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much below
Yard waste pick-up	Above
Recycling	Above
Garbage collection	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 utility customers' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of South Lake Tahoe were rated positively. Services related to parks and recreation were rated somewhat favorably. Recreation programs or classes and recreation centers or facilities were rated similar to the benchmark while city parks were lower than the benchmark. Parks and recreation ratings have stayed constant over time.

Customer use of South Lake Tahoe parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of survey respondents that used South Lake Tahoe recreation centers was much greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in South Lake Tahoe was higher than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

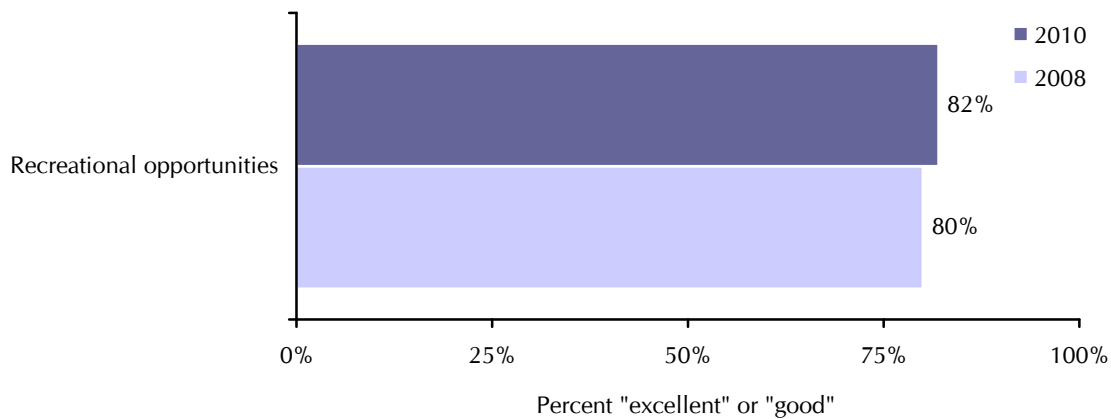


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

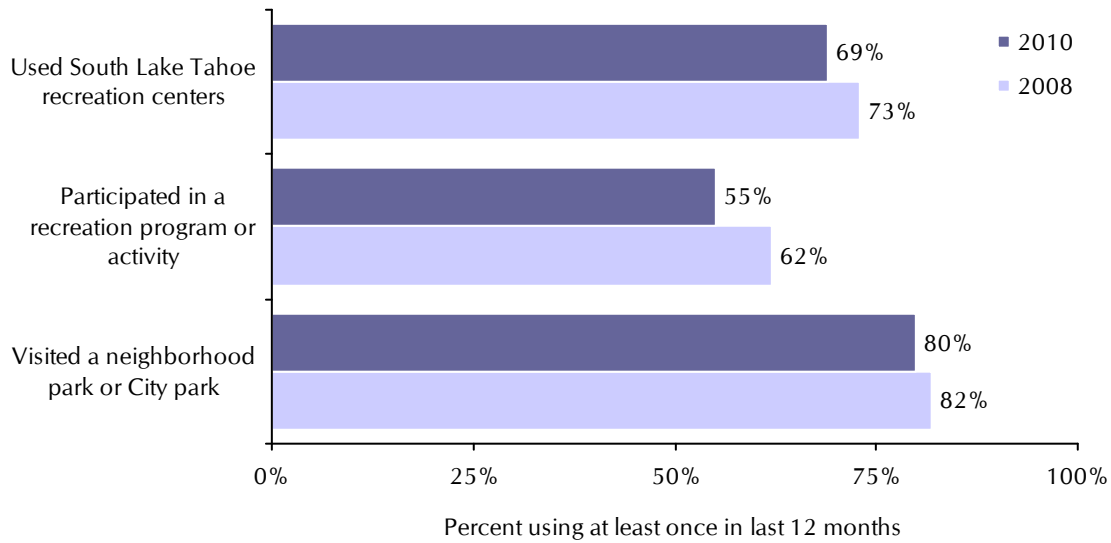


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used South Lake Tahoe recreation centers	Much more
Participated in a recreation program or activity	Much more
Visited a neighborhood park or City park	Less

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

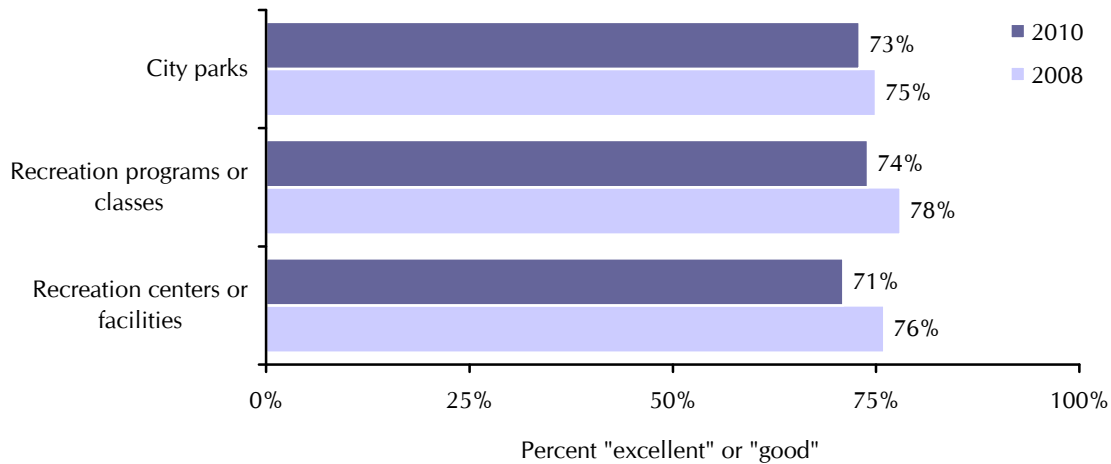


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Below
Recreation programs or classes	Similar
Recreation centers or facilities	Similar

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, utility customers 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 25% of respondents. Educational opportunities were rated as “excellent” or “good” by 40% of respondents. Compared to the benchmark data, educational opportunities were much below the average of comparison jurisdictions, as were cultural activity opportunities.

About 70% of South Lake Tahoe survey respondents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions. These ratings were similar to the past survey year.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

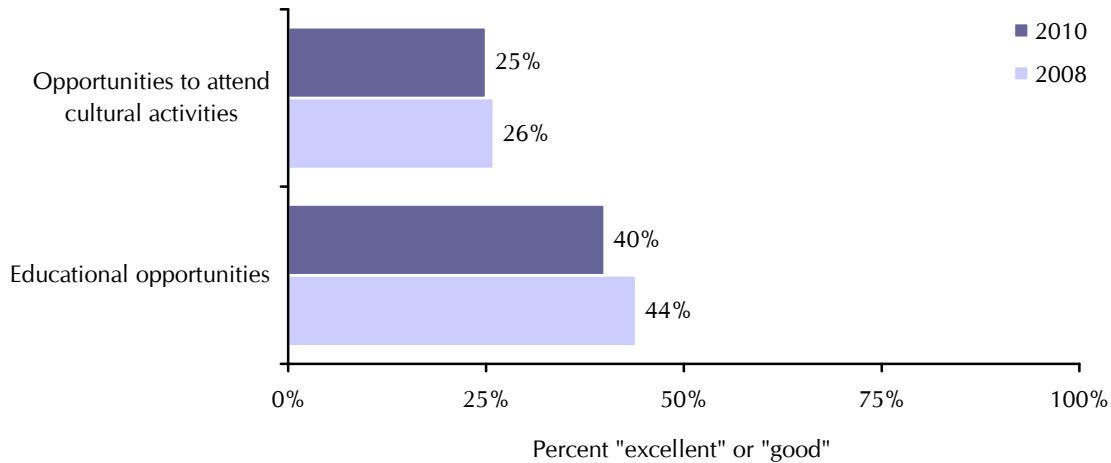


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

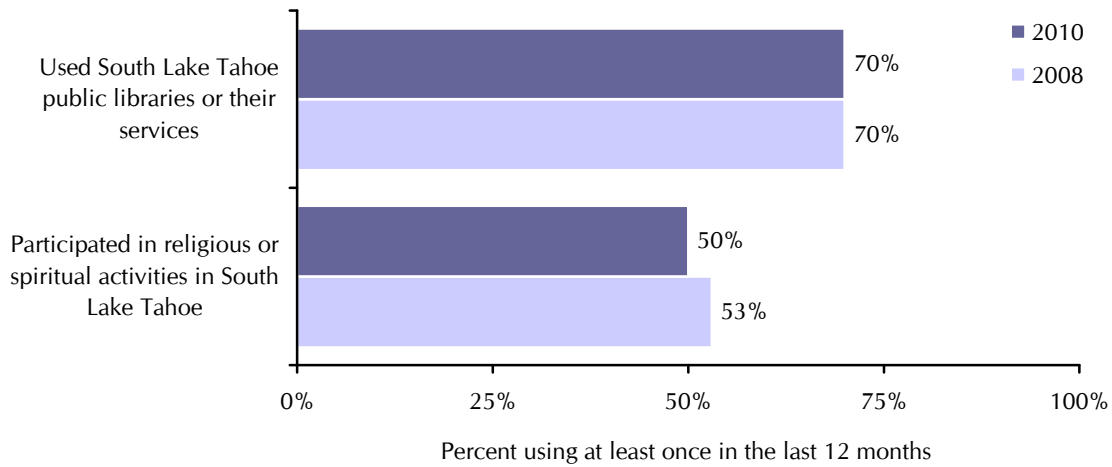


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used South Lake Tahoe public libraries or their services	Similar
Participated in religious or spiritual activities in South Lake Tahoe	Similar

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

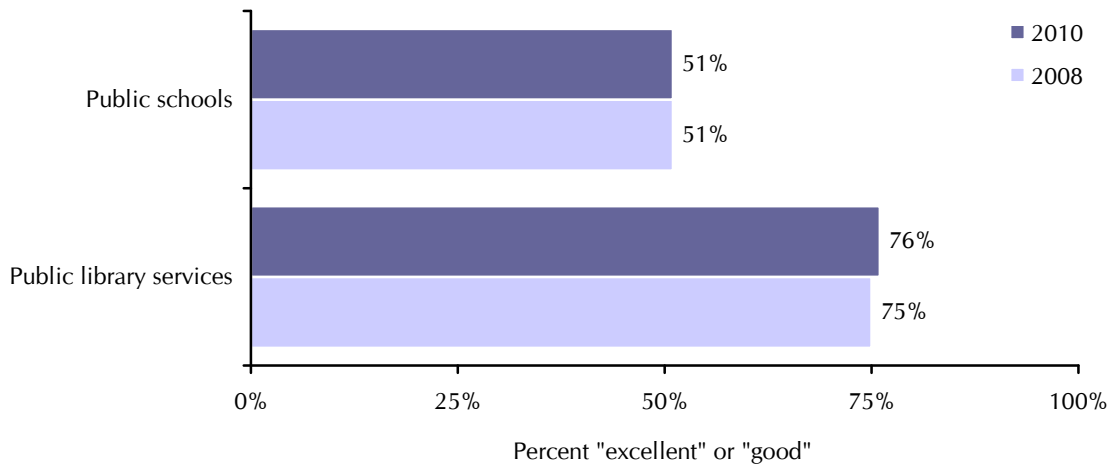


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much below
Public library services	Much below

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.

Utility customers in the City of South Lake Tahoe were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of South Lake Tahoe, while the availability for affordable quality health care and preventive health services were rated less favorably by survey respondents. The rating for the availability of affordable quality food had increased over the past two years.

Among South Lake Tahoe survey respondents, 35% rated affordable quality health care as “excellent” or “good.” Those ratings were much below the ratings of comparison communities. This rating was similar to the past survey.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

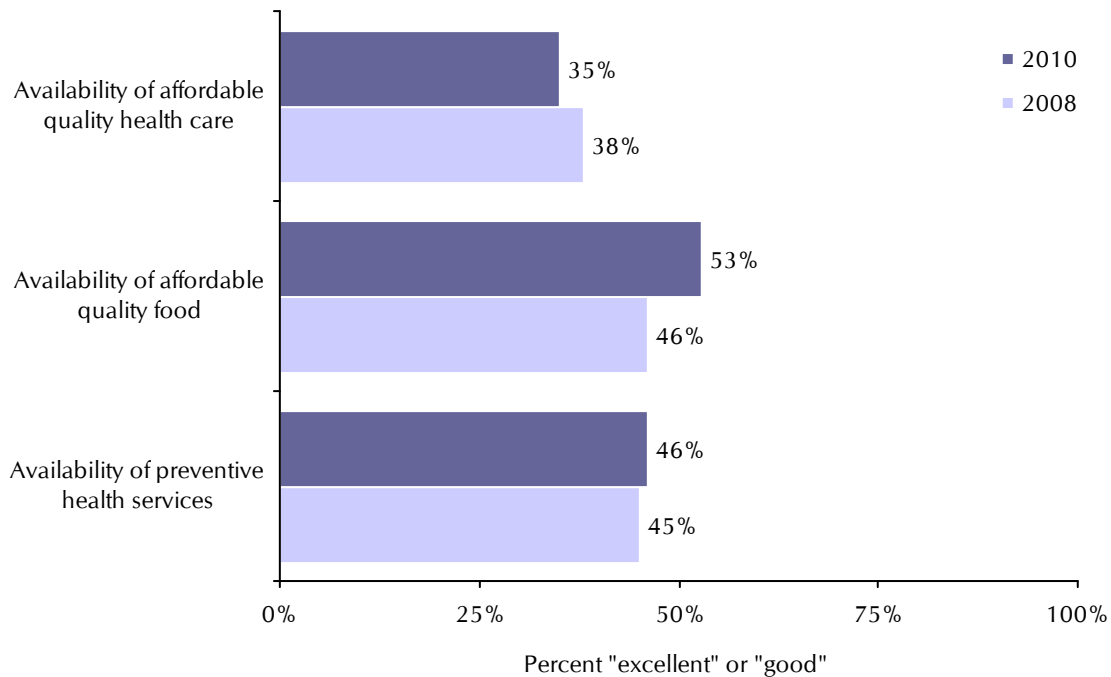


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of affordable quality food	Below
Availability of preventive health services	Much below

Health services offered in the City of South Lake Tahoe were rated “excellent” or “good” by 53% of respondents and were lower than the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

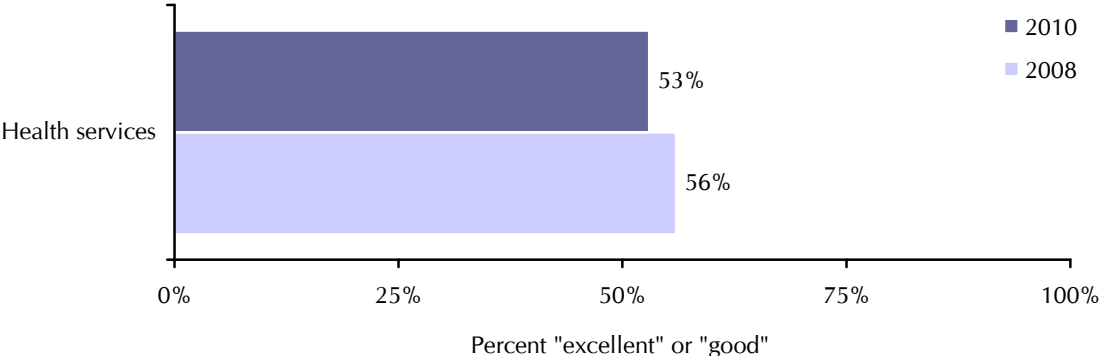


FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Below

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. Survey respondents 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 City of South Lake Tahoe 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 majority of survey respondents rated the City of South Lake Tahoe as an “excellent” or “good” place to raise kids and about half rated it as an excellent or good place to retire. Many survey respondents felt that the local sense of community was “excellent” or “good.” A majority of survey respondents felt the City of South Lake Tahoe was open and accepting towards people of diverse backgrounds. The rating for the availability of affordable quality child care had increased since 2008, while the rating for South Lake Tahoe as a place to retire had declined over time.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

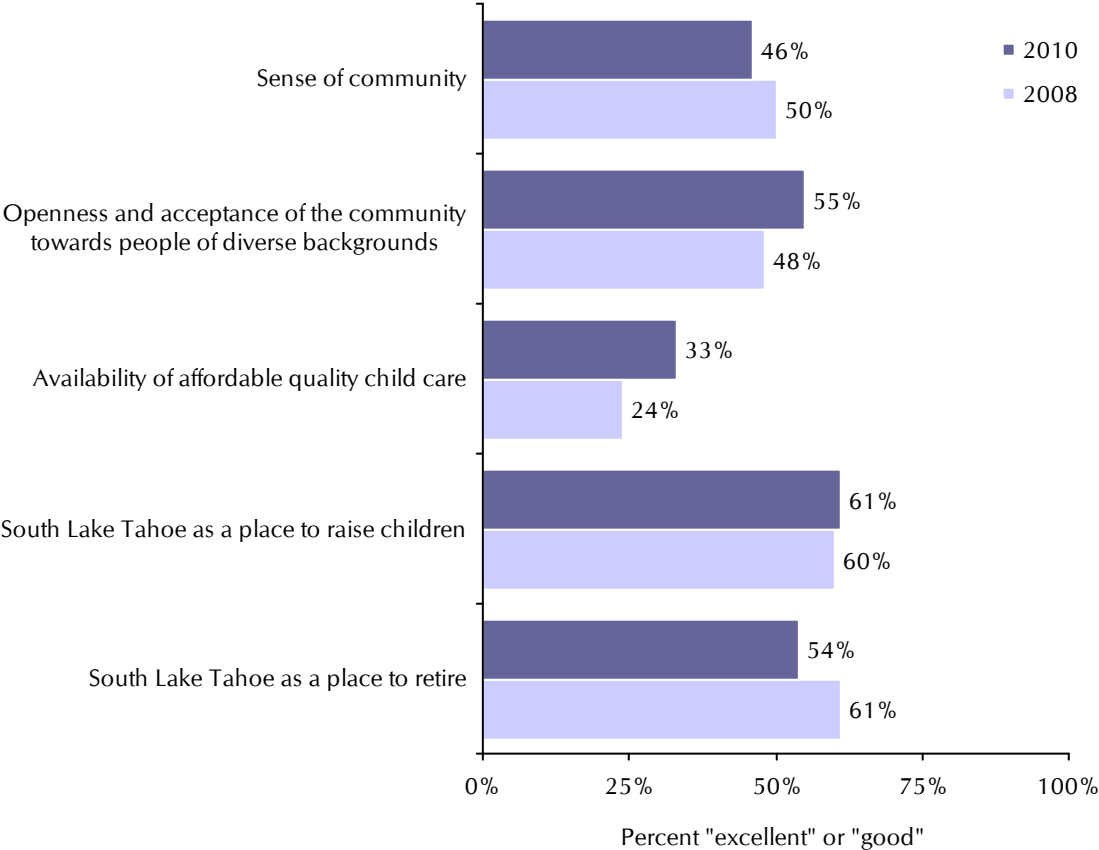


FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much below
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Below
South Lake Tahoe as a place to raise kids	Much below
South Lake Tahoe as a place to retire	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 42% to 55% with ratings of “excellent” or “good.” Services to low-income people was rated the same as the benchmark while services to youth and seniors were below. The rating for services to seniors was lower than the past survey, while ratings for services to youth and low-income people had remained stable.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

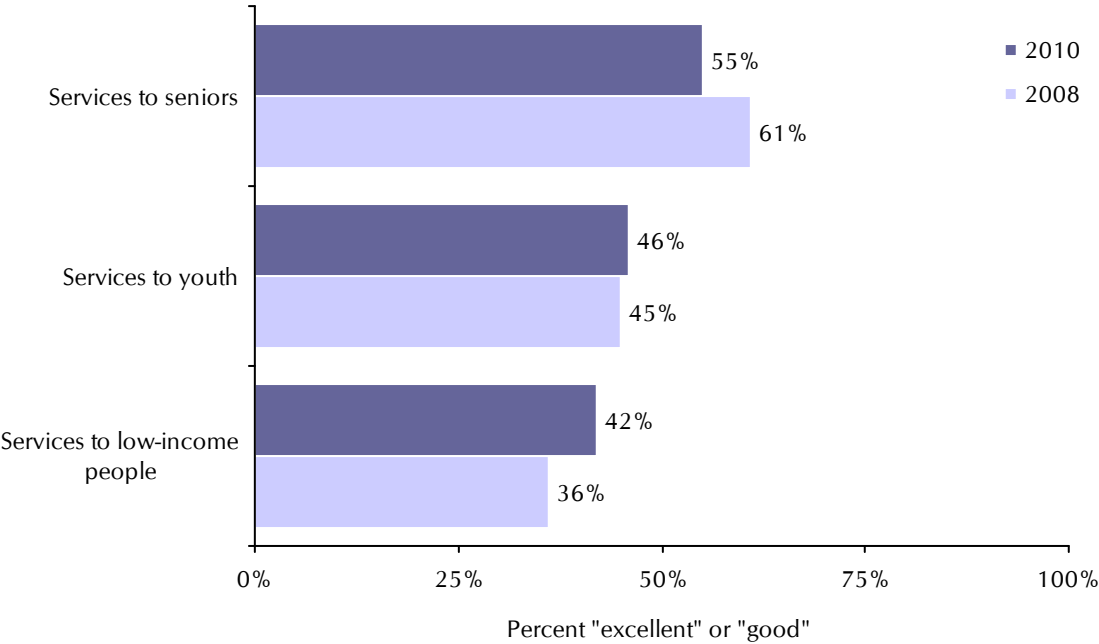


FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much below
Services to youth	Below
Services to low income people	Similar

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 City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

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

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

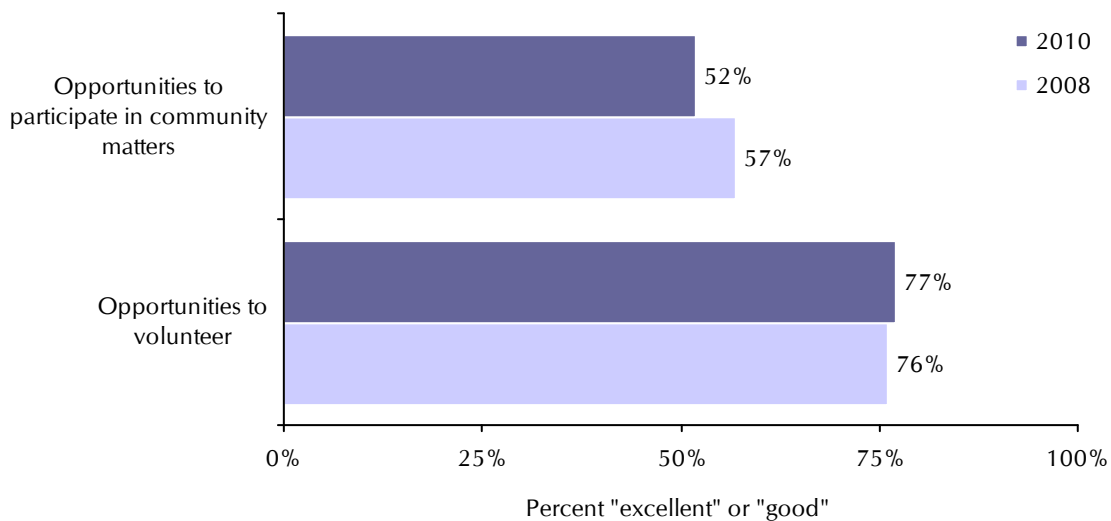


FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much below
Opportunities to volunteer	Similar

The participation rates of civic behaviors were compared to the rates in other jurisdictions. All showed greater rates of involvement when compared to other communities across the nation.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

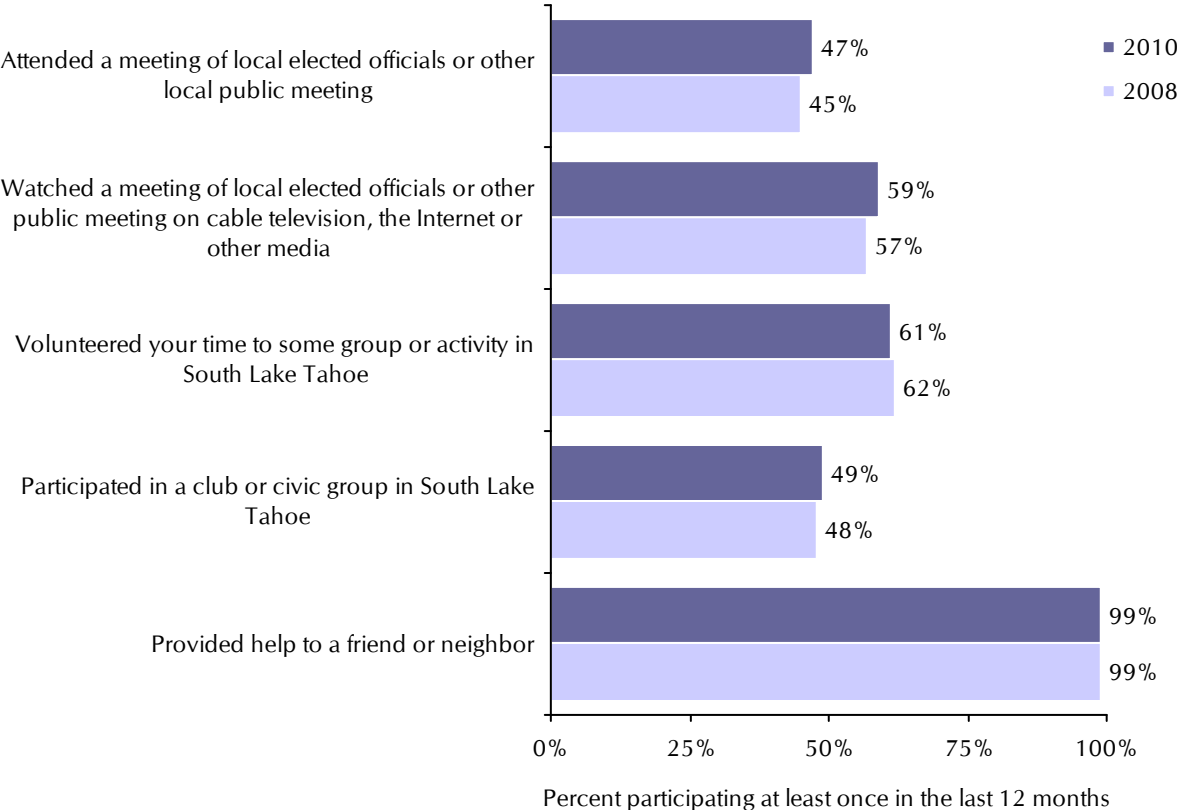


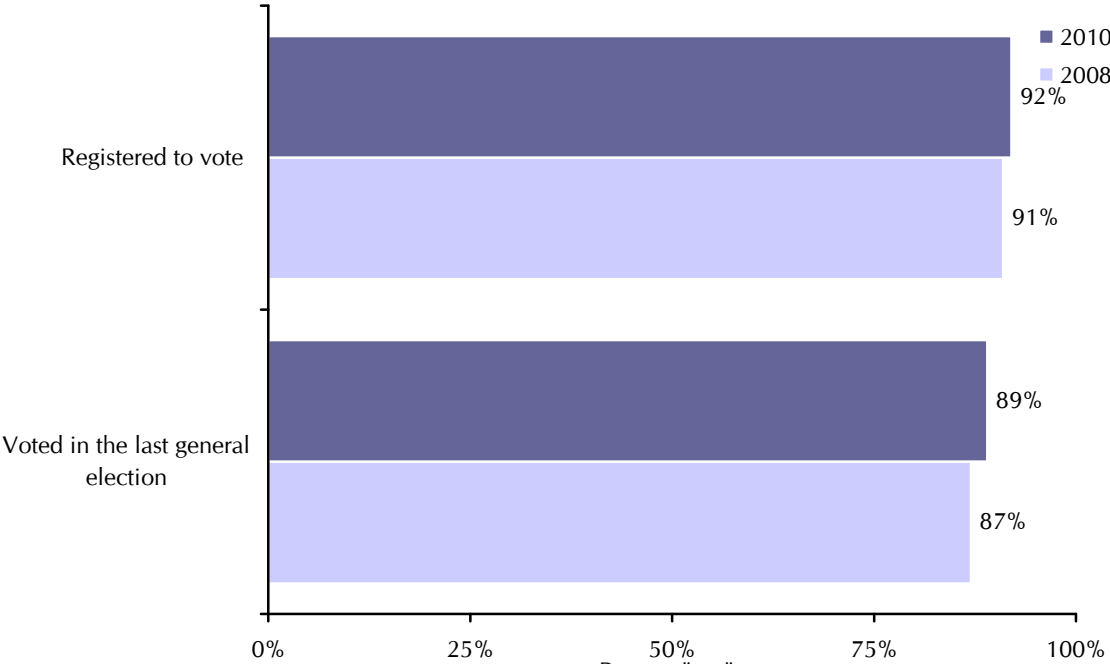
FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much more
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much more
Volunteered your time to some group or activity in South Lake Tahoe	Much more
Participated in a club or civic group in South Lake Tahoe	Much more
Provided help to a friend or neighbor	More

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.

City of South Lake Tahoe utility customers showed the largest amount of civic engagement in the area of electoral participation. Ninety-two percent reported they were registered to vote and 89% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who said "not eligible to vote" also have been omitted

FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of South Lake Tahoe Web site in the previous 12 months, 47% reported they had done so at least once. Public information services were rated unfavorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES BY YEAR

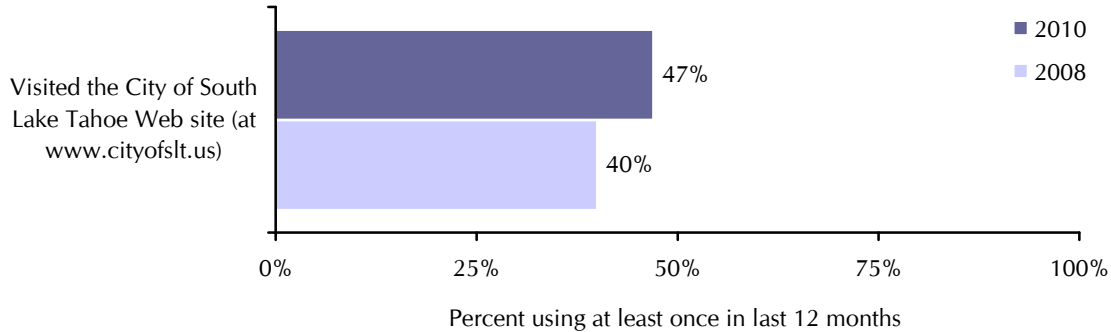


FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of South Lake Tahoe Web site	Much less

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

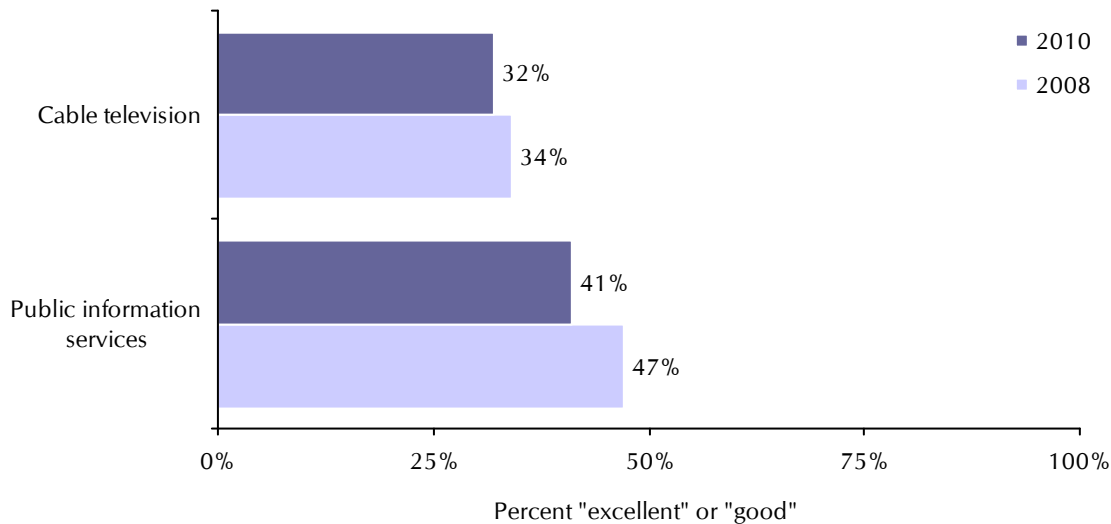


FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much below
Public information services	Much below

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 51% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” These ratings had remained the same over time.

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

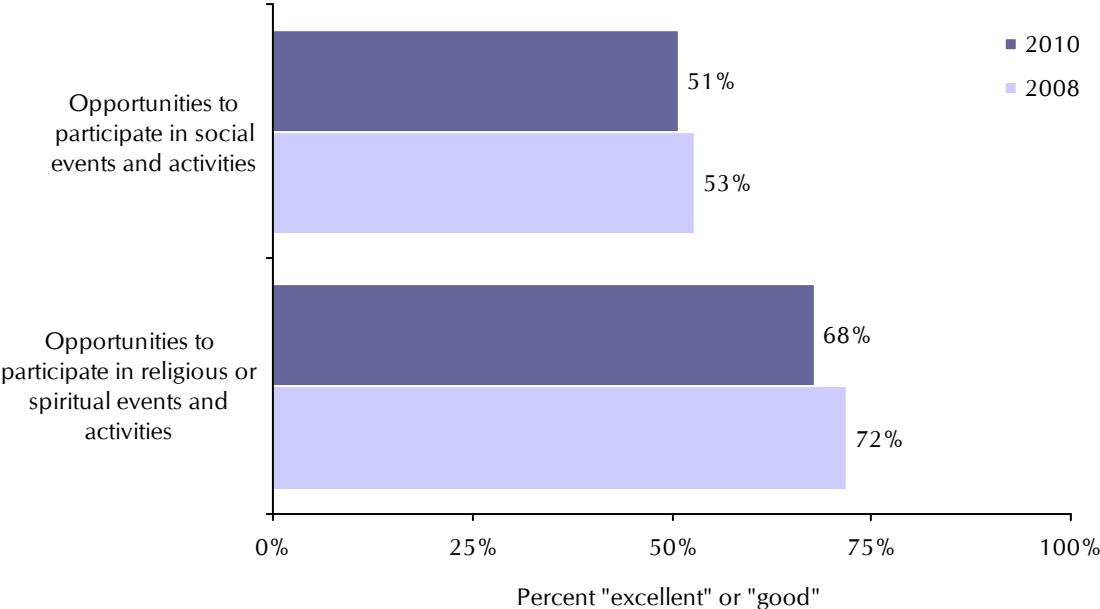


FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Below
Opportunities to participate in religious or spiritual events and activities	Below

Utility customers in South Lake Tahoe reported a strong amount of neighborliness. More than 58% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

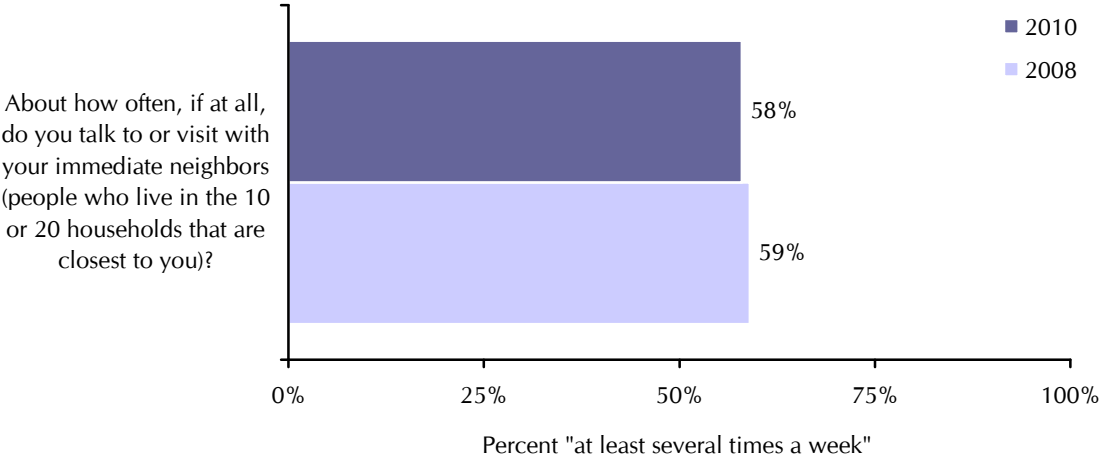


FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

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 City of South Lake Tahoe is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, respondent opinion about services provided by the City of South Lake Tahoe 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 City of South Lake Tahoe may be colored by their dislike of what all levels of government provide.

Less than half of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of South Lake Tahoe does at welcoming citizen involvement, 19% rated it as “excellent” or “good.” Of these four ratings, all were much below the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS BY YEAR

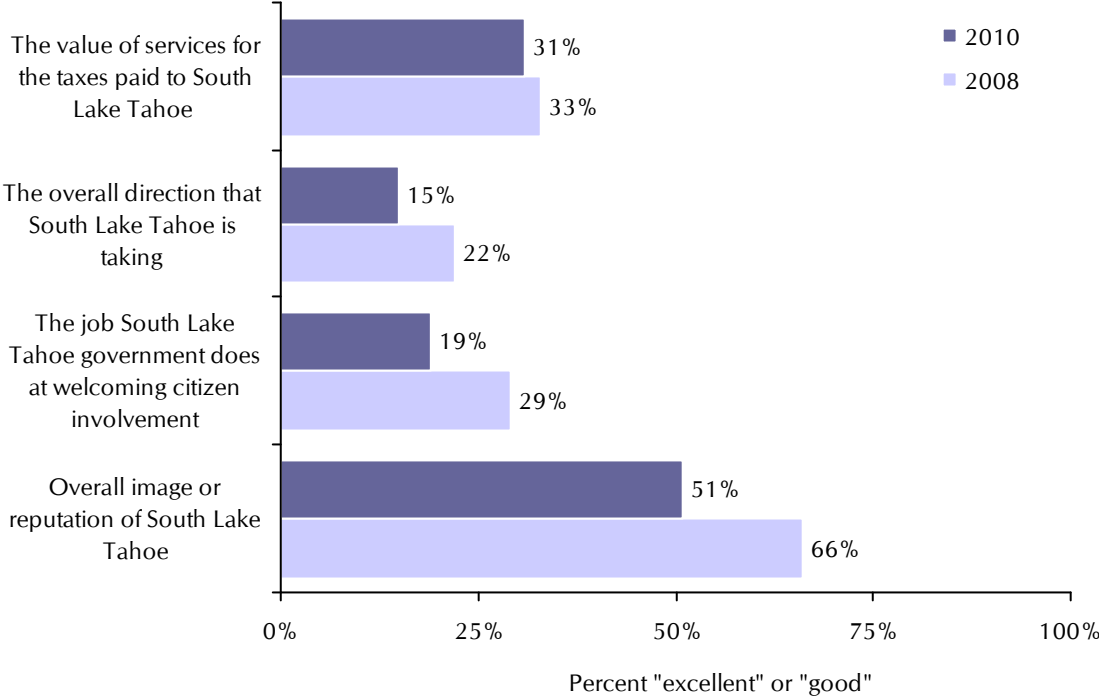


FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to South Lake Tahoe	Much below
The overall direction that South Lake Tahoe is taking	Much below
Job South Lake Tahoe government does at welcoming citizen involvement	Much below
Overall image or reputation of South Lake Tahoe	Much below

On average, survey respondents 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 City of South Lake Tahoe was rated as “excellent” or “good” by 45% of survey participants. The City of South Lake Tahoe’s rating was much below the benchmark when compared to other communities.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

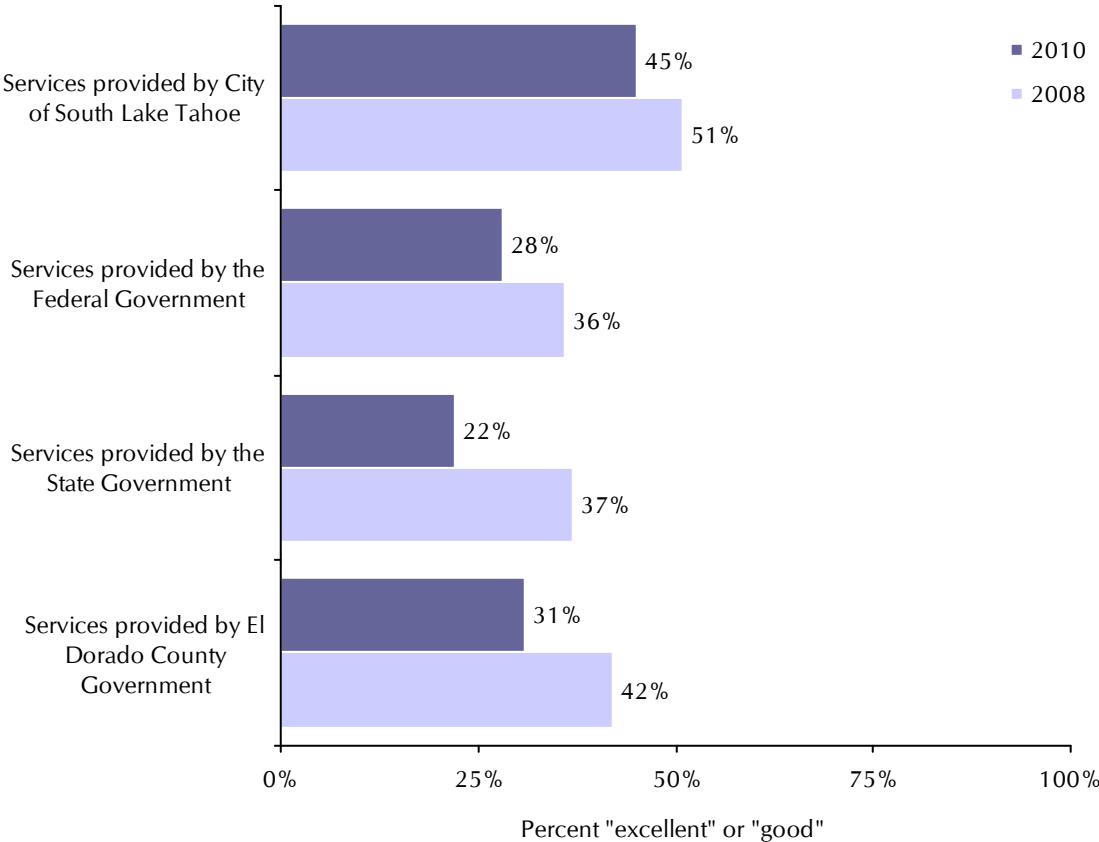


FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of South Lake Tahoe	Much below
Services provided by the Federal Government	Below
Services provided by the State Government	Much below
Services provided by El Dorado County Government	Much below

City of South Lake Tahoe Employees

The employees of the City of South Lake Tahoe who interact with the public create the first impression that most residents have of the City of South Lake Tahoe. 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 City of South Lake Tahoe. 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 City of South Lake Tahoe staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 55% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably; 69% of respondents rated their overall impression as "excellent" or "good." The overall impression of City employees was similar to other jurisdictions. These ratings had remained stable over time.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

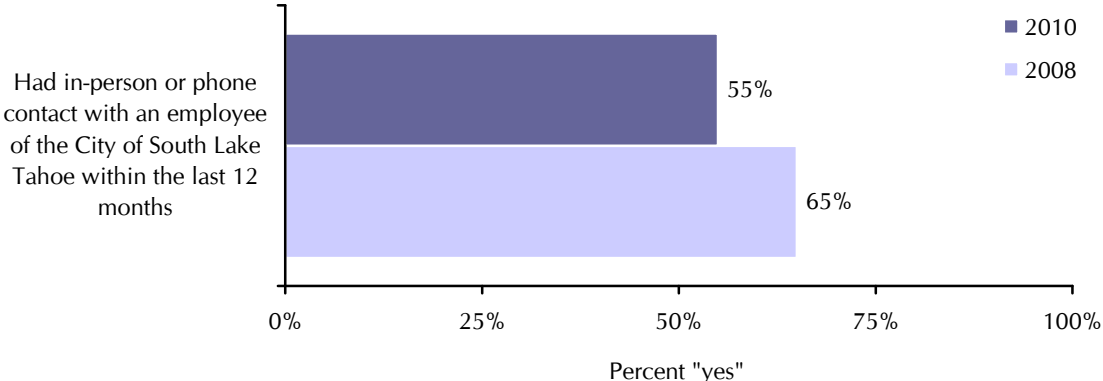


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

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

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

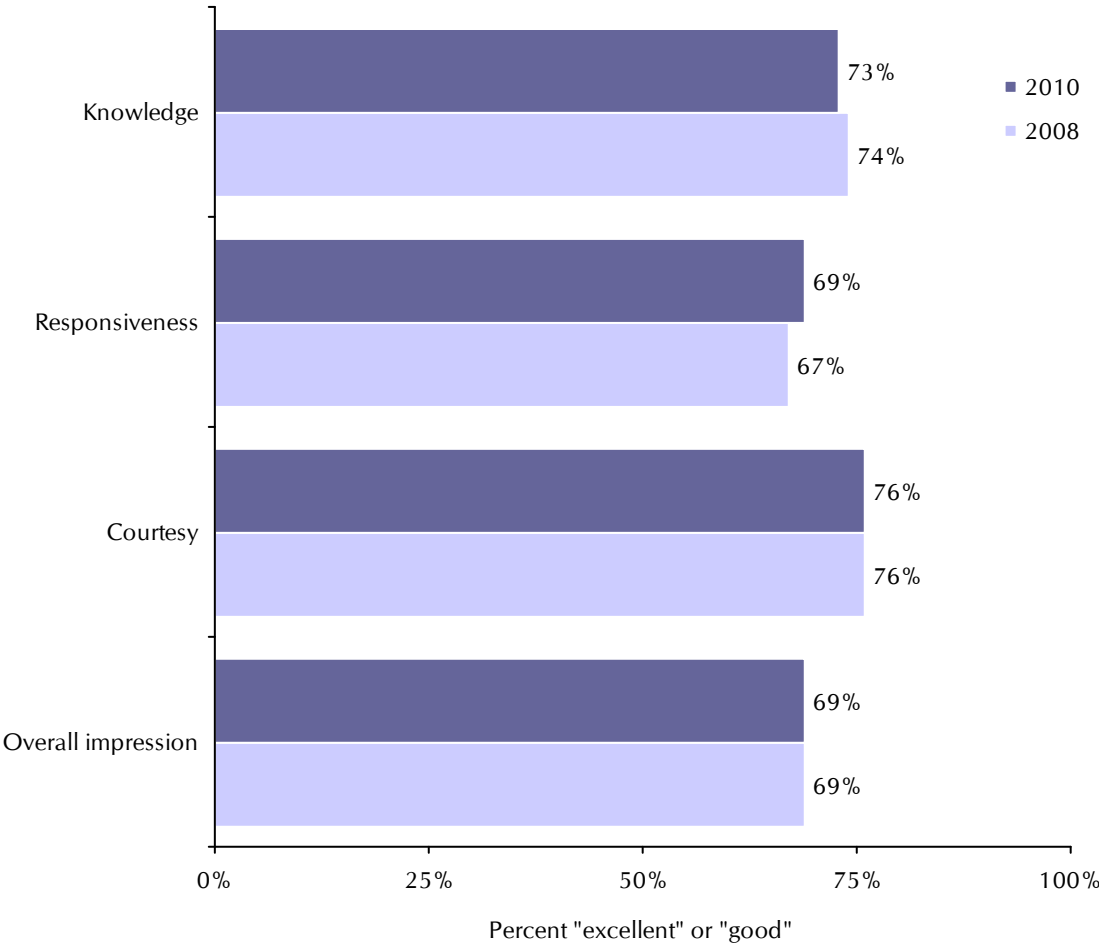


FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Below
Responsiveness	Below
Courteousness	Similar
Overall impression	Similar

FROM DATA TO ACTION

RESIDENT PRIORITIES

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

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (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 respondents' 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 respondents to identify important services is not enough.

A KDA was conducted for the City of South Lake Tahoe by examining the relationships between ratings of each service and ratings of the City of South Lake Tahoe's overall services. Those Key Driver services that correlated most highly with respondents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of South Lake Tahoe can focus on the services that have the greatest likelihood of influencing respondents' 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 respondent 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 South Lake Tahoe Key Driver Analysis were:

- Code enforcement
- Police services
- Preservation of natural areas

CITY OF SOUTH LAKE TAHOE ACTION CHART

The 2011 City of South Lake Tahoe Action Chart™ on the following page combines three dimensions of performance:

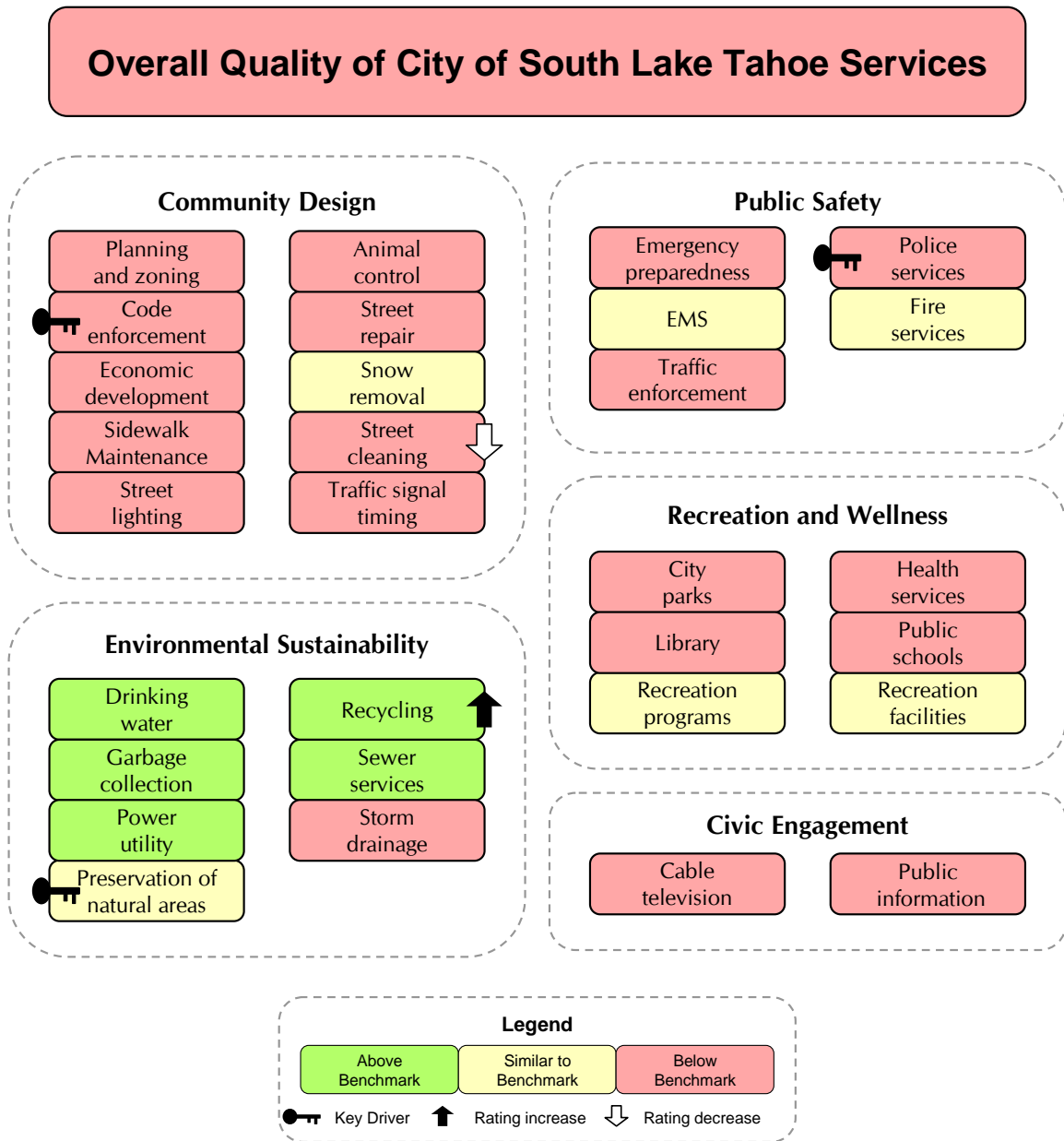
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Thirty services were included in the KDA for the City of South Lake Tahoe. Of these, five were above the benchmark, nineteen were below the benchmark and six were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In South Lake Tahoe, code enforcement and police services were below the benchmark and preservation of natural areas was similar to the benchmark. 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 91: CITY OF SOUTH LAKE TAHOE ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of South Lake Tahoe 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 City of South Lake Tahoe, 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 South Lake Tahoe, 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 South Lake Tahoe 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 City of South Lake Tahoe 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 92: KEY DRIVERS COMPARED

Service	City of South Lake Tahoe 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			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ Power (electric and/or gas) utility			
◦ City parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
• Code enforcement	✓		✓
◦ Animal control			
Economic development		✓	
◦ Health services			
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Emergency preparedness			
Preservation of natural areas	✓		

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

POLICY QUESTIONS

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

Policy Question 1					
Please rate how important, if at all, each of the following potential sources of information about City services, programs and activities in South Lake Tahoe is to you:					Total
	Essential	Very important	Somewhat important	Not at all important	
Local newspapers	22%	41%	29%	8%	100%
Local radio stations	15%	32%	34%	18%	100%
City Web site (www.cityofslt.us)	15%	26%	35%	24%	100%
TV Channel 21	9%	17%	43%	31%	100%
Local news blogs	7%	18%	38%	37%	100%

Policy Question 2					
Please indicate how important, if at all, it is for the City to address each of the following issues in the next 12 months:					Total
	Essential	Very important	Somewhat important	Not at all important	
Economic development/job creation	56%	34%	8%	2%	100%
Community appearance	43%	38%	15%	5%	100%
Infrastructure improvements (e.g., roads, storm water community facilities)	48%	33%	17%	2%	100%
Snow removal	41%	39%	16%	4%	100%
Environment (protecting Lake Tahoe)	39%	34%	22%	6%	100%
Community safety	28%	36%	32%	4%	100%
Parks and recreation services	21%	35%	36%	7%	100%

Question 22c: Policy Question 3					
The City is concerned that continued budget reductions due to the economic downturn will impact South Lake Tahoe’s ability to provide community services and infrastructure improvements. Please indicate the extent to which you would support or oppose each of the following potential funding efforts to offset the impact of the economic downturn:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Transient Occupancy Tax Increase (paid by visitors staying in City hotels/motels and vacation rentals)	36%	37%	14%	13%	100%
Amusement tax (paid by visitors for amusement services such as the Tahoe Queen and recreational equipment rentals)	37%	34%	12%	17%	100%
Transactions & Use Tax Increase (paid by residents and visitors on retail purchases in or for use in the City)	11%	24%	25%	40%	100%
Special Assessment (paid by property owners for specific purposes such as improvements to roads, storm water drainage and community facilities)	8%	23%	21%	49%	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 South Lake Tahoe:	Excellent	Good	Fair	Poor	Total
South Lake Tahoe as a place to live	35%	47%	15%	3%	100%
Your neighborhood as a place to live	35%	44%	17%	4%	100%
South Lake Tahoe as a place to raise children	23%	39%	27%	12%	100%
South Lake Tahoe as a place to work	9%	19%	32%	39%	100%
South Lake Tahoe as a place to retire	22%	32%	27%	20%	100%
The overall quality of life in South Lake Tahoe	21%	49%	26%	4%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to South Lake Tahoe as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	10%	36%	33%	20%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	45%	35%	9%	100%
Overall appearance of South Lake Tahoe	6%	21%	40%	34%	100%
Cleanliness of South Lake Tahoe	5%	35%	41%	19%	100%
Overall quality of new development in South Lake Tahoe	5%	32%	28%	36%	100%
Variety of housing options	4%	26%	44%	26%	100%
Overall quality of business and service establishments in South Lake Tahoe	3%	24%	49%	24%	100%
Shopping opportunities	1%	9%	34%	57%	100%
Opportunities to attend cultural activities	5%	20%	42%	33%	100%
Recreational opportunities	48%	34%	15%	3%	100%
Employment opportunities	1%	6%	29%	65%	100%
Educational opportunities	5%	35%	47%	13%	100%
Opportunities to participate in social events and activities	8%	43%	42%	7%	100%
Opportunities to participate in religious or spiritual events and activities	17%	51%	31%	1%	100%
Opportunities to volunteer	23%	54%	21%	2%	100%
Opportunities to participate in community matters	10%	42%	35%	13%	100%
Ease of car travel in South Lake Tahoe	12%	42%	36%	11%	100%
Ease of bus travel in South Lake Tahoe	5%	26%	32%	37%	100%
Ease of bicycle travel in South Lake Tahoe	7%	27%	37%	29%	100%
Ease of walking in South Lake Tahoe	7%	16%	27%	50%	100%
Availability of paths and walking trails	10%	30%	35%	26%	100%
Traffic flow on major streets	5%	28%	49%	18%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to South Lake Tahoe as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	6%	21%	36%	37%	100%
Availability of affordable quality housing	4%	16%	42%	38%	100%
Availability of affordable quality child care	6%	27%	47%	20%	100%
Availability of affordable quality health care	8%	27%	40%	25%	100%
Availability of affordable quality food	11%	43%	35%	12%	100%
Availability of preventive health services	9%	36%	39%	15%	100%
Air quality	49%	42%	7%	1%	100%
Quality of overall natural environment in South Lake Tahoe	48%	42%	9%	1%	100%
Overall image or reputation of South Lake Tahoe	14%	36%	36%	14%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in South Lake Tahoe over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	14%	26%	44%	13%	3%	100%
Retail growth (stores, restaurants, etc.)	34%	39%	22%	4%	2%	100%
Jobs growth	63%	32%	4%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in South Lake Tahoe?	Percent of respondents
Not a problem	5%
Minor problem	19%
Moderate problem	39%
Major problem	37%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in South Lake Tahoe:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	36%	40%	17%	6%	1%	100%
Property crimes (e.g., burglary, theft)	19%	46%	18%	13%	4%	100%
Environmental hazards, including toxic waste	43%	38%	13%	4%	1%	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	77%	18%	3%	2%	0%	100%
In your neighborhood after dark	49%	35%	6%	8%	1%	100%
In South Lake Tahoe's downtown area during the day	59%	32%	6%	2%	1%	100%
In South Lake Tahoe's downtown area after dark	23%	44%	17%	14%	2%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe Police Department within the last 12 months?	53%	47%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of South Lake Tahoe Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of South Lake Tahoe Police Department?	30%	40%	17%	13%

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	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	15%
Yes	85%
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 South Lake Tahoe?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used South Lake Tahoe public libraries or their services	30%	26%	24%	12%	9%	100%
Used South Lake Tahoe recreation centers	31%	30%	22%	8%	9%	100%
Participated in a recreation program or activity	45%	28%	15%	5%	8%	100%
Visited a neighborhood park or City park	20%	27%	32%	14%	8%	100%
Ridden a local bus within South Lake Tahoe	77%	15%	6%	1%	1%	100%
Attended a meeting of local elected officials or other local public meeting	53%	26%	17%	2%	2%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	41%	23%	23%	10%	3%	100%
Visited the City of South Lake Tahoe Web site (at www.cityofslt.us)	53%	25%	16%	4%	3%	100%
Recycled used paper, cans or bottles from your home	12%	8%	22%	13%	46%	100%
Volunteered your time to some group or activity in South Lake Tahoe	39%	20%	17%	9%	14%	100%
Participated in religious or spiritual activities in South Lake Tahoe	50%	19%	11%	6%	15%	100%
Participated in a club or civic group in South Lake Tahoe	51%	21%	10%	5%	12%	100%
Provided help to a friend or neighbor	1%	12%	37%	27%	23%	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	24%
Several times a week	34%
Several times a month	23%
Less than several times a month	18%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in South Lake Tahoe:	Excellent	Good	Fair	Poor	Total
Police services	22%	52%	19%	7%	100%
Fire services	40%	48%	9%	3%	100%
Ambulance or emergency medical services	40%	47%	11%	1%	100%
Crime prevention	12%	48%	29%	11%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in South Lake Tahoe:	Excellent	Good	Fair	Poor	Total
Fire prevention and education	21%	55%	19%	5%	100%
Municipal courts	10%	53%	30%	8%	100%
Traffic enforcement	8%	46%	31%	15%	100%
Street repair	2%	12%	34%	51%	100%
Street cleaning	5%	28%	46%	21%	100%
Street lighting	4%	20%	31%	45%	100%
Snow removal	19%	41%	28%	12%	100%
Sidewalk maintenance	2%	13%	30%	55%	100%
Traffic signal timing	6%	38%	35%	21%	100%
Bus or transit services	6%	31%	36%	27%	100%
Garbage collection	46%	40%	11%	3%	100%
Recycling	35%	43%	15%	7%	100%
Yard waste pick-up	31%	45%	17%	7%	100%
Storm drainage	6%	37%	35%	22%	100%
Drinking water	42%	41%	13%	4%	100%
Sewer services	30%	52%	15%	3%	100%
Power (electric and/or gas) utility	28%	56%	14%	2%	100%
City parks	18%	55%	23%	5%	100%
Recreation programs or classes	17%	57%	23%	4%	100%
Recreation centers or facilities	18%	53%	22%	7%	100%
Land use, planning and zoning	2%	22%	39%	37%	100%
Code enforcement (weeds, abandoned buildings, etc.)	2%	21%	40%	38%	100%
Animal control	9%	43%	35%	13%	100%
Economic development	1%	7%	31%	60%	100%
Health services	11%	42%	35%	12%	100%
Services to seniors	10%	46%	33%	12%	100%
Services to youth	8%	38%	37%	17%	100%
Services to low-income people	6%	36%	42%	16%	100%
Public library services	22%	53%	21%	3%	100%
Public information services	6%	35%	44%	15%	100%
Public schools	10%	42%	34%	14%	100%
Cable television	5%	27%	33%	35%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	33%	40%	17%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	13%	43%	31%	13%	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 City of South Lake Tahoe	6%	38%	37%	18%	100%
The Federal Government	3%	25%	50%	22%	100%
The State Government	2%	19%	49%	29%	100%
El Dorado County Government	4%	27%	49%	20%	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 South Lake Tahoe to someone who asks	32%	43%	14%	11%	100%
Remain in South Lake Tahoe for the next five years	64%	18%	8%	9%	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	2%
Somewhat positive	10%
Neutral	38%
Somewhat negative	37%
Very negative	13%
Total	100%

Question 17: Contact with Fire Department		
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe Fire Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe Fire Department within the last 12 months?	71%	29%

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the City of South Lake Tahoe Fire Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of South Lake Tahoe Fire Department?	53%	29%	9%	9%

Question 19: Contact with City Employees	
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	45%
Yes	55%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of South Lake Tahoe in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	31%	42%	16%	11%	100%
Responsiveness	32%	37%	15%	16%	100%
Courtesy	39%	37%	13%	10%	100%
Overall impression	33%	36%	17%	14%	100%

Question 21: Government Performance					
Please rate the following categories of South Lake Tahoe government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to South Lake Tahoe	4%	27%	41%	28%	100%
The overall direction that South Lake Tahoe is taking	2%	14%	36%	49%	100%
The job South Lake Tahoe government does at welcoming citizen involvement	3%	16%	44%	37%	100%

Question 22a: Policy Question 1					
Please rate how important, if at all, each of the following potential sources of information about City services, programs and activities in South Lake Tahoe is to you	Essential	Very important	Somewhat important	Not at all important	Total
City Web site (www.cityofslt.us)	15%	26%	35%	24%	100%
Local newspapers	22%	41%	29%	8%	100%
Local news blogs	7%	18%	38%	37%	100%
Local radio stations	15%	32%	34%	18%	100%
TV Channel 21	9%	17%	43%	31%	100%

Question 22b: Policy Question 2					
Please indicate how important, if at all, it is for the City to address each of the following issues in the next 12 months:	Essential	Very important	Somewhat important	Not at all important	Total
Community appearance	43%	38%	15%	5%	100%
Economic development/job creation	56%	34%	8%	2%	100%
Infrastructure improvements (e.g., roads, storm water community facilities)	48%	33%	17%	2%	100%
Community safety	28%	36%	32%	4%	100%
Parks and recreation services	21%	35%	36%	7%	100%
Snow removal	41%	39%	16%	4%	100%
Environment (protecting Lake Tahoe)	39%	34%	22%	6%	100%

Question 22c: Policy Question 3					
The City is concerned that continued budget reductions due to the economic downturn will impact South Lake Tahoe's ability to provide community services and infrastructure improvements. Please indicate the extent to which you would support or oppose each of the following potential funding efforts to offset the impact of the economic downturn:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Amusement tax (paid by visitors for amusement services such as the Tahoe Queen and recreational equipment rentals)	37%	34%	12%	17%	100%
Transient Occupancy Tax Increase (paid by visitors staying in City hotels/motels and vacation rentals)	36%	37%	14%	13%	100%
Transactions & Use Tax Increase (paid by residents and visitors on retail purchases in or for use in the City)	11%	24%	25%	40%	100%
Special Assessment (paid by property owners for specific purposes such as improvements to roads, storm water drainage and community facilities)	8%	23%	21%	49%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	36%
Yes, full-time	50%
Yes, part-time	14%
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	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	1%
Walk	2%
Bicycle	4%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in South Lake Tahoe?	Percent of respondents
Less than 2 years	2%
2 to 5 years	5%
6 to 10 years	10%
11 to 20 years	20%
More than 20 years	62%
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	90%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	3%
Mobile home	0%
Other	1%
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	1%
Owned by you or someone in this house with a mortgage or free and clear	99%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	10%
\$300 to \$599 per month	10%
\$600 to \$999 per month	13%
\$1,000 to \$1,499 per month	23%
\$1,500 to \$2,499 per month	34%
\$2,500 or more per month	11%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	83%
Yes	17%
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	63%
Yes	37%
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	13%
\$25,000 to \$49,999	29%
\$50,000 to \$99,999	35%
\$100,000 to \$149,000	15%
\$150,000 or more	7%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	95%
Yes, I consider myself to be Spanish, Hispanic or Latino	5%
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	2%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	0%
White	91%
Other	3%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	0%
25 to 34 years	5%
35 to 44 years	10%
45 to 54 years	24%
55 to 64 years	28%
65 to 74 years	22%
75 years or older	10%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	47%
Male	53%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	8%
Yes	91%
Ineligible to vote	1%
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	11%
Yes	88%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	8%
Yes	92%
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	19%
Land line	60%
Both	21%
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 South Lake Tahoe:	Excellent		Good		Fair		Poor		Don't know		Total	
	South Lake Tahoe as a place to live	35%	136	47%	181	15%	56	3%	13	0%	1	100%
Your neighborhood as a place to live	35%	136	44%	169	17%	67	4%	14	0%	0	100%	386
South Lake Tahoe as a place to raise children	20%	76	34%	131	24%	91	11%	41	12%	45	100%	383
South Lake Tahoe as a place to work	9%	33	18%	70	30%	116	37%	140	6%	23	100%	382
South Lake Tahoe as a place to retire	21%	81	31%	117	25%	97	19%	72	4%	15	100%	382
The overall quality of life in South Lake Tahoe	21%	79	49%	191	26%	100	4%	15	0%	0	100%	386

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to South Lake Tahoe as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	10%	39	36%	136	33%	126	20%	76	1%	4	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	37	43%	162	33%	126	9%	34	6%	22	100%	380
Overall appearance of South Lake Tahoe	6%	21	21%	78	39%	149	34%	128	1%	2	100%	379
Cleanliness of South Lake Tahoe	5%	20	34%	132	41%	158	19%	72	1%	2	100%	383
Overall quality of new development in South Lake Tahoe	4%	16	30%	115	27%	101	35%	131	4%	15	100%	379
Variety of housing options	4%	14	24%	91	41%	155	24%	90	7%	28	100%	379
Overall quality of business and service establishments in South Lake Tahoe	3%	12	24%	91	48%	182	24%	90	1%	4	100%	379
Shopping opportunities	1%	3	8%	32	34%	127	56%	213	1%	4	100%	380
Opportunities to attend cultural activities	5%	17	20%	74	40%	153	32%	120	4%	13	100%	378
Recreational opportunities	47%	181	34%	129	15%	55	3%	13	1%	4	100%	382
Employment opportunities	1%	4	5%	21	27%	103	61%	232	6%	22	100%	381
Educational opportunities	5%	18	34%	128	45%	173	13%	50	3%	11	100%	380

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to South Lake Tahoe as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	8%	31	41%	158	41%	155	7%	25	4%	14	100%
Opportunities to participate in religious or spiritual events and activities	14%	53	43%	162	26%	97	1%	4	17%	63	100%	379
Opportunities to volunteer	22%	83	50%	191	19%	74	2%	6	7%	26	100%	380
Opportunities to participate in community matters	9%	34	40%	149	34%	125	12%	45	5%	18	100%	372
Ease of car travel in South Lake Tahoe	12%	45	42%	161	35%	136	11%	42	0%	2	100%	386
Ease of bus travel in South Lake Tahoe	4%	13	18%	70	23%	89	27%	102	28%	104	100%	378
Ease of bicycle travel in South Lake Tahoe	7%	26	25%	96	35%	133	28%	106	6%	22	100%	382
Ease of walking in South Lake Tahoe	7%	25	15%	58	26%	101	49%	187	3%	10	100%	381
Availability of paths and walking trails	9%	36	29%	110	34%	129	25%	96	3%	12	100%	382
Traffic flow on major streets	5%	18	28%	107	49%	187	18%	69	0%	1	100%	382
Amount of public parking	6%	22	20%	77	36%	135	36%	136	2%	8	100%	377
Availability of affordable quality housing	3%	12	13%	49	35%	131	32%	119	18%	67	100%	378
Availability of affordable quality child care	3%	12	14%	53	24%	92	10%	38	48%	183	100%	378
Availability of affordable quality health care	7%	27	25%	95	37%	138	24%	89	7%	27	100%	375
Availability of affordable quality food	10%	40	43%	162	35%	133	12%	44	1%	2	100%	381
Availability of preventive health services	8%	30	31%	117	34%	127	13%	48	14%	53	100%	376
Air quality	49%	187	42%	160	7%	28	1%	5	1%	2	100%	381
Quality of overall natural environment in South Lake Tahoe	48%	183	42%	159	8%	32	1%	5	0%	1	100%	380
Overall image or reputation of South Lake Tahoe	14%	54	36%	136	35%	134	14%	52	2%	7	100%	382

Question 3: Growth														
Please rate the speed of growth in the following categories in South Lake Tahoe 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	12%	45	22%	83	37%	142	11%	42	2%	9	17%	65	100%
Retail growth (stores, restaurants, etc.)	32%	121	36%	139	21%	79	4%	15	2%	6	6%	22	100%	381
Jobs growth	57%	220	29%	111	4%	14	0%	2	1%	5	9%	33	100%	385

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in South Lake Tahoe?	Percent of respondents	Count
Not a problem	5%	17
Minor problem	19%	70
Moderate problem	39%	148
Major problem	37%	141
Don't know	0%	1
Total	100%	376

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in South Lake Tahoe:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	36%	136	40%	154	16%	63	6%	24	1%	3	1%	2	100%
Property crimes (e.g., burglary, theft)	18%	70	45%	172	18%	69	13%	50	4%	14	2%	6	100%	381
Environmental hazards, including toxic waste	41%	156	36%	138	12%	46	4%	15	1%	4	6%	23	100%	382

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	77%	296	18%	71	3%	11	2%	7	0%	1	0%	0	100%
In your neighborhood after dark	49%	190	35%	136	6%	25	8%	29	1%	5	0%	0	100%	385
In South Lake Tahoe's downtown area during the day	57%	218	32%	120	6%	23	2%	7	1%	3	2%	9	100%	379
In South Lake Tahoe's downtown area after dark	21%	81	42%	161	16%	60	13%	51	2%	8	5%	20	100%	381

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe 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 City of South Lake Tahoe Police Department within the last 12 months?	53%	200	47%	177	1%	3	100%	379

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of South Lake Tahoe Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of South Lake Tahoe Police Department?	30%	52	40%	70	17%	30	13%	24	0%	0	100%	176

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	88%	332
Yes	12%	45
Don't know	0%	0
Total	100%	377

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	15%	7
Yes	85%	37
Don't know	0%	0
Total	100%	44

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 South Lake Tahoe?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used South Lake Tahoe public libraries or their services	30%	114	26%	99	24%	91	12%	44	9%	33	100%
Used South Lake Tahoe recreation centers	31%	119	30%	113	22%	85	8%	29	9%	35	100%	381
Participated in a recreation program or activity	45%	167	28%	103	15%	55	5%	17	8%	31	100%	374
Visited a neighborhood park or City park	20%	75	27%	101	32%	121	14%	51	8%	28	100%	377
Ridden a local bus within South Lake Tahoe	77%	289	15%	56	6%	22	1%	3	1%	6	100%	376
Attended a meeting of local elected officials or other local public meeting	53%	198	26%	97	17%	64	2%	9	2%	8	100%	376
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	41%	157	23%	88	23%	87	10%	36	3%	11	100%	378
Visited the City of South Lake Tahoe Web site (at www.cityofslt.us)	53%	195	25%	93	16%	59	4%	14	3%	10	100%	372
Recycled used paper, cans or bottles from your home	12%	44	8%	29	22%	80	13%	49	46%	171	100%	373
Volunteered your time to some group or activity in South Lake Tahoe	39%	148	20%	78	17%	64	9%	35	14%	54	100%	379
Participated in religious or spiritual activities in South Lake Tahoe	50%	188	19%	70	11%	41	6%	23	15%	55	100%	376
Participated in a club or civic group in South Lake Tahoe	51%	194	21%	81	10%	38	5%	17	12%	46	100%	377
Provided help to a friend or neighbor	1%	4	12%	46	37%	140	27%	104	23%	87	100%	380

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	24%	92
Several times a week	34%	132
Several times a month	23%	89
Less than several times a month	18%	71
Total	100%	383

Question 13: Service Quality												
Please rate the quality of each of the following services in South Lake Tahoe:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	21%	78	49%	184	18%	66	7%	25	6%	24	100%
Fire services	36%	135	43%	162	8%	31	2%	8	10%	39	100%	376
Ambulance or emergency medical services	32%	123	38%	144	9%	34	1%	3	20%	75	100%	378
Crime prevention	10%	36	39%	146	23%	86	9%	33	20%	76	100%	376
Fire prevention and education	19%	71	49%	185	17%	63	5%	17	11%	41	100%	376
Municipal courts	7%	25	36%	134	20%	76	5%	20	32%	121	100%	375
Traffic enforcement	7%	26	41%	153	28%	104	13%	49	11%	40	100%	373
Street repair	2%	7	12%	47	34%	128	51%	193	2%	7	100%	381
Street cleaning	5%	20	28%	105	45%	172	21%	79	1%	5	100%	381
Street lighting	4%	14	20%	74	30%	114	45%	169	2%	6	100%	377
Snow removal	19%	73	40%	155	28%	106	12%	47	1%	2	100%	383
Sidewalk maintenance	2%	8	11%	41	26%	98	48%	179	13%	48	100%	374
Traffic signal timing	6%	22	37%	140	34%	130	21%	78	2%	7	100%	377
Bus or transit services	3%	12	18%	66	21%	77	15%	57	43%	158	100%	371
Garbage collection	46%	177	40%	154	11%	41	3%	10	0%	0	100%	382
Recycling	33%	126	41%	155	14%	55	7%	27	5%	18	100%	381
Yard waste pick-up	28%	105	40%	151	15%	56	7%	24	10%	38	100%	374
Storm drainage	5%	21	35%	131	32%	123	21%	78	7%	25	100%	378

Question 13: Service Quality												
Please rate the quality of each of the following services in South Lake Tahoe:	Excellent		Good		Fair		Poor		Don't know		Total	
	Drinking water	41%	158	40%	151	13%	48	4%	15	2%	9	100%
Sewer services	29%	109	49%	188	14%	54	3%	12	5%	19	100%	382
Power (electric and/or gas) utility	28%	107	56%	211	14%	54	2%	7	0%	0	100%	379
City parks	16%	61	49%	186	20%	77	4%	16	11%	40	100%	380
Recreation programs or classes	13%	51	44%	166	18%	67	3%	10	22%	84	100%	378
Recreation centers or facilities	15%	57	45%	170	18%	70	6%	22	16%	60	100%	377
Land use, planning and zoning	2%	7	19%	71	34%	127	31%	118	14%	53	100%	375
Code enforcement (weeds, abandoned buildings, etc.)	2%	7	18%	67	35%	131	33%	123	13%	47	100%	376
Animal control	8%	31	39%	148	32%	122	12%	44	10%	37	100%	381
Economic development	1%	3	7%	25	27%	103	53%	200	12%	45	100%	376
Health services	10%	39	37%	141	31%	118	11%	41	10%	38	100%	378
Services to seniors	7%	26	32%	120	23%	87	8%	31	31%	116	100%	379
Services to youth	6%	21	26%	100	25%	96	11%	43	32%	120	100%	379
Services to low-income people	4%	14	22%	82	26%	96	10%	36	39%	147	100%	375
Public library services	19%	71	46%	172	18%	68	3%	10	15%	56	100%	378
Public information services	5%	18	28%	105	35%	131	12%	45	20%	77	100%	376
Public schools	8%	28	32%	122	27%	100	11%	41	23%	86	100%	377
Cable television	4%	16	24%	93	29%	111	32%	120	11%	41	100%	380
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	27	24%	89	29%	108	13%	47	27%	101	100%	373
Preservation of natural areas such as open space, farmlands and greenbelts	12%	45	38%	144	27%	103	11%	43	11%	43	100%	377

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 City of South Lake Tahoe	6%	23	36%	138	35%	134	18%	67	5%	17	100%
The Federal Government	3%	10	22%	82	44%	166	19%	72	13%	50	100%	381
The State Government	2%	8	18%	67	45%	170	26%	101	9%	35	100%	380
El Dorado County Government	4%	15	25%	94	46%	174	18%	68	8%	30	100%	380

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 South Lake Tahoe to someone who asks	31%	118	42%	159	14%	53	11%	40	2%	9	100%
Remain in South Lake Tahoe for the next five years	63%	238	18%	68	8%	31	9%	33	2%	7	100%	377

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	2%	7
Somewhat positive	10%	39
Neutral	38%	145
Somewhat negative	37%	141
Very negative	13%	51
Total	100%	382

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe Fire 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 City of South Lake Tahoe Fire Department within the last 12 months?	71%	274	29%	110	0%	1	100%	385	

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of South Lake Tahoe Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of South Lake Tahoe Fire Department?	53%	57	29%	31	9%	10	9%	10	0%	0	100%	107

Question 19: Contact with City Employees		
Have you had any in-person or phone contact with an employee of the City of South Lake Tahoe within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	45%	172
Yes	55%	211
Total	100%	382

Question 20: City Employees												
What was your impression of the employee(s) of the City of South Lake Tahoe in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	31%	63	41%	86	16%	33	11%	23	1%	3	100%	208
Responsiveness	32%	66	37%	76	15%	32	16%	33	0%	0	100%	208
Courtesy	39%	82	37%	78	13%	28	10%	22	0%	0	100%	210
Overall impression	33%	70	36%	75	16%	35	14%	29	0%	1	100%	211

Question 21: Government Performance												
Please rate the following categories of South Lake Tahoe government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to South Lake Tahoe	4%	14	25%	96	38%	148	26%	99	7%	26	100%
The overall direction that South Lake Tahoe is taking	2%	6	13%	49	34%	131	46%	176	5%	18	100%	379
The job South Lake Tahoe government does at welcoming citizen involvement	3%	11	14%	52	37%	142	31%	118	15%	58	100%	381

Question 22a: Policy Question 1												
Please rate how important, if at all, each of the following potential sources of information about City services, programs and activities in South Lake Tahoe is to you:	Essential		Very important		Somewhat important		Not at all important		Total			
	City Web site (www.cityofslt.us)	15%	55	26%	98	35%	131	24%	91	100%	375	
Local newspapers	22%	84	41%	155	29%	111	8%	31	100%	381		
Local news blogs	7%	27	18%	68	38%	143	37%	137	100%	375		
Local radio stations	15%	58	32%	122	34%	131	18%	70	100%	380		
TV Channel 21	9%	34	17%	64	43%	161	31%	116	100%	375		

Question 22b: Policy Question 2												
Please indicate how important, if at all, it is for the City to address each of the following issues in the next 12 months:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Community appearance	42%	162	38%	143	15%	57	5%	18	0%	1	100%
Economic development/job creation	56%	212	34%	129	8%	29	2%	9	1%	2	100%	380
Infrastructure improvements (e.g., roads, storm water community facilities)	48%	184	33%	127	17%	63	2%	6	0%	1	100%	381
Community safety	27%	105	36%	138	31%	120	4%	16	1%	4	100%	383
Parks and recreation services	21%	80	35%	132	35%	135	7%	28	2%	7	100%	382
Snow removal	41%	159	39%	150	16%	63	4%	14	0%	0	100%	387
Environment (protecting Lake Tahoe)	39%	148	33%	128	22%	83	6%	23	1%	2	100%	384

Question 22c: Policy Question 3												
The City is concerned that continued budget reductions due to the economic downturn will impact South Lake Tahoe's ability to provide community services and infrastructure improvements. Please indicate the extent to which you would support or oppose each of the following potential funding efforts to offset the impact of the economic downturn:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Amusement tax (paid by visitors for amusement services such as the Tahoe Queen and recreational equipment rentals)	36%	138	32%	124	12%	46	16%	61	4%	15	100%
Transient Occupancy Tax Increase (paid by visitors staying in City hotels/motels and vacation rentals)	35%	136	36%	138	13%	51	13%	49	3%	11	100%	385
Transactions & Use Tax Increase (paid by residents and visitors on retail purchases in or for use in the City)	11%	40	23%	88	24%	91	38%	146	5%	17	100%	383
Transactions & Use Tax Increase (paid by residents and visitors on retail purchases in or for use in the City)	11%	40	23%	88	24%	91	38%	146	5%	17	100%	383

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	36%	137
Yes, full-time	50%	188
Yes, part-time	14%	54
Total	100%	379

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	76%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	1%
Walk	2%
Bicycle	4%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in South Lake Tahoe?	Percent of respondents	Count
Less than 2 years	2%	8
2 to 5 years	5%	20
6 to 10 years	10%	40
11 to 20 years	20%	78
More than 20 years	62%	241
Total	100%	387

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	90%	348
House attached to one or more houses (e.g., a duplex or townhome)	6%	24
Building with two or more apartments or condominiums	3%	11
Mobile home	0%	0
Other	1%	3
Total	100%	387

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	1%	5
Owned by you or someone in this house with a mortgage or free and clear	99%	375
Total	100%	380

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	10%	36
\$300 to \$599 per month	10%	38
\$600 to \$999 per month	13%	47
\$1,000 to \$1,499 per month	23%	84
\$1,500 to \$2,499 per month	34%	126
\$2,500 or more per month	11%	39
Total	100%	371

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	83%	316
Yes	17%	64
Total	100%	381

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	63%	244
Yes	37%	141
Total	100%	385

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	13%	49
\$25,000 to \$49,999	29%	106
\$50,000 to \$99,999	35%	130
\$100,000 to \$149,000	15%	56
\$150,000 or more	7%	26
Total	100%	366

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	95%	362
Yes, I consider myself to be Spanish, Hispanic or Latino	5%	20
Total	100%	382

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	2%	9
Asian, Asian Indian or Pacific Islander	5%	18
Black or African American	0%	0
White	91%	346
Other	3%	13
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	0%	2
25 to 34 years	5%	21
35 to 44 years	10%	37
45 to 54 years	24%	93
55 to 64 years	28%	110
65 to 74 years	22%	85
75 years or older	10%	38
Total	100%	385

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	47%	176
Male	53%	197
Total	100%	373

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	8%	30
Yes	90%	348
Ineligible to vote	1%	5
Don't know	1%	3
Total	100%	385

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	11%	42
Yes	87%	337
Ineligible to vote	1%	6
Don't know	0%	1
Total	100%	386

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	13%	50
Yes	87%	335
Total	100%	385

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	8%	30
Yes	92%	354
Total	100%	384

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	19%	58
Land line	60%	181
Both	21%	65
Total	100%	303

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 City 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.”

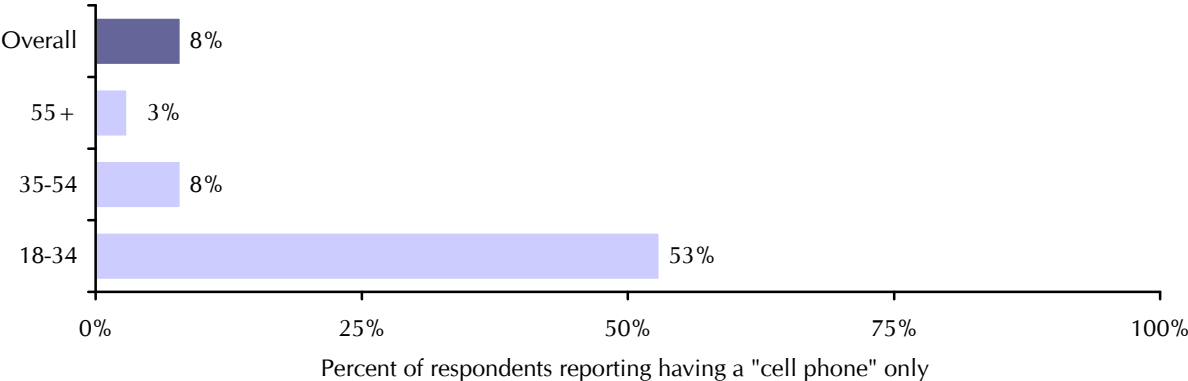
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. City of South Lake Tahoe officials were concerned about the large number of seasonal residents and vacation homes in the City. Therefore, they opted to provide their own list from which the sample was obtained. Utility customer households within the City of South Lake Tahoe were eligible to participate in the survey. 1,200 were selected to receive the survey. These 1,200 households were selected from a list of utility customers provided by the City of Lake Tahoe. To choose the 1,200 survey recipients, a systematic sampling method was applied to the lists of households. 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.

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.² Among younger adults (age 18-34), 53.7% of households were “cell-only.”

FIGURE 93: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN SOUTH LAKE TAHOE



² <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning December 7, 2010. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and 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.

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 City of South Lake Tahoe survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (390 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. 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. When The NCS is administered, most commonly it is the general adult population that is surveyed. The City of South Lake Tahoe preferred only to include utility bill customers. By sampling utility customers only, the City reached primarily full time South Lake Tahoe residents (as opposed to seasonal residents) and homeowners.

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 2006-2008 American Community Census estimates for homeowners in the City of South Lake Tahoe. Sample results were weighted using the population norms to reflect the appropriate percent of those residents.

The variables used for weighting were housing tenure and housing unit type. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- 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 results of the weighting scheme are presented in the table below.

South Lake Tahoe Citizen Survey Weighting Table			
Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	0%	1%	1%
Own home	100%	99%	99%
Detached unit	91%	93%	90%
Attached unit	9%	7%	10%

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 South Lake Tahoe to the Benchmark Database

The City of South Lake Tahoe chose to have comparisons made to the entire database. 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 City of South Lake Tahoe 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 City of South Lake Tahoe 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 City of South Lake Tahoe'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.

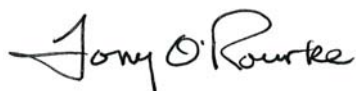
APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of South Lake Tahoe.

Dear City of South Lake Tahoe Resident,

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

Sincerely,



Tony O'Rourke
City Manager/Administrador Municipal

Estimado residente de la ciudad de South Lake Tahoe,

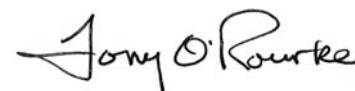
Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de South Lake Tahoe. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

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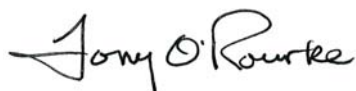
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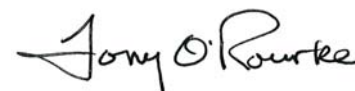
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Atentamente,



City of South Lake Tahoe
Office of the City Manager
1901 Airport Road, Suite 203
South Lake Tahoe, CA 96150

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



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South Lake Tahoe, CA 96150

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December 2010

Dear South Lake Tahoe Resident:

The City of South Lake Tahoe wants to know what you think about our community and municipal government. You have been randomly selected to participate in South Lake Tahoe's 2010 Citizen Survey.

La Ciudad de South Lake Tahoe le está proporcionando una oportunidad importante para que nos de su opinión sobre los servicios de la Ciudad, y sobre la calidad de vida aquí en South Lake Tahoe. Su hogar fue seleccionado para participar en esta encuesta. Si usted no puede llenar el cuestionario en inglés, le sugerimos que pida a un familiar o amistad que le traduzca las preguntas y que conteste la encuesta. Todas sus respuestas son totalmente anónimas. ¡Queremos conocer sus opiniones! Por favor, devuelva la encuesta en el sobre incluido. Si usted tiene alguna pregunta sobre la encuesta, por favor llame a Lydia Zuniga al numero (530) 542-7417. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of South Lake Tahoe residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (530) 542-6016.

Please help us shape the future of South Lake Tahoe. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Tony O'Rourke". The signature is written in a cursive, flowing style.

Tony O'Rourke
City Manager



December 2010

Dear South Lake Tahoe Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of South Lake Tahoe wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of South Lake Tahoe's Citizen Survey.

Aproximadamente hace una semana habrá recibido usted una copia de la encuesta que se adjunta. Si usted la llenó y la devolvió, le damos las gracias por su tiempo y le rogamos que ignore esta encuesta. Por favor no responda dos veces. La Ciudad de South Lake Tahoe le está proporcionando una oportunidad importante para que nos de su opinión sobre los servicios de la Ciudad, y sobre la calidad de vida aquí en South Lake Tahoe. Su hogar fue seleccionado para participar en esta encuesta. Si usted no puede llenar el cuestionario en inglés, le sugerimos que pida a un familiar o amistad que le traduzca las preguntas y que conteste la encuesta. Si usted tiene alguna pregunta sobre la encuesta, por favor llame a Lydia Zuniga al numero (530) 542-7417. Todas sus respuestas son totalmente anónimas. ¡Queremos conocer sus opiniones! Por favor, devuelva la encuesta en el sobre incluido. Muchas gracias.

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Sincerely,

A handwritten signature in black ink that reads "Tony O'Rourke". The signature is written in a cursive style.

Tony O'Rourke
City Manager

The City of South Lake Tahoe 2010 Citizen Survey

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

1. Please rate each of the following aspects of quality of life in South Lake Tahoe:

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

2. Please rate each of the following characteristics as they relate to South Lake Tahoe 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 South Lake Tahoe	1	2	3	4	5
Cleanliness of South Lake Tahoe.....	1	2	3	4	5
Overall quality of new development in South Lake Tahoe	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in South Lake Tahoe	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 South Lake Tahoe	1	2	3	4	5
Ease of bus travel in South Lake Tahoe.....	1	2	3	4	5
Ease of bicycle travel in South Lake Tahoe	1	2	3	4	5
Ease of walking in South Lake Tahoe	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 South Lake Tahoe	1	2	3	4	5
Overall image or reputation of South Lake Tahoe.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in South Lake Tahoe 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 South Lake Tahoe?
 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 South Lake Tahoe:

	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 South Lake Tahoe's downtown area during the day ...	1	2	3	4	5	6
In South Lake Tahoe'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 City of South Lake Tahoe 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 City of South Lake Tahoe 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 South Lake Tahoe?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used South Lake Tahoe public libraries or their services.....	1	2	3	4	5
Used South Lake Tahoe recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within South Lake Tahoe.....	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 City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Visited the City of South Lake Tahoe Web site (at www.cityofslt.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 South Lake Tahoe.....	1	2	3	4	5
Participated in religious or spiritual activities in South Lake Tahoe.....	1	2	3	4	5
Participated in a club or civic group in South Lake Tahoe	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

The City of South Lake Tahoe 2010 Citizen Survey

13. Please rate the quality of each of the following services in South Lake Tahoe:

	<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
City 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 City of South Lake Tahoe	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
El Dorado 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 South Lake Tahoe to someone who asks.....	1	2	3	4	5
Remain in South Lake Tahoe 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 or phone contact with an employee of the City of South Lake Tahoe Fire Department within the last 12 months?

- No → Go to Question 19 Yes → Go to Question 18 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of South Lake Tahoe Fire Department?

- Excellent Good Fair Poor Don't know

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

- No → Go to Question 21 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of South Lake Tahoe 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

21. Please rate the following categories of South Lake Tahoe government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to South Lake Tahoe.....	1	2	3	4	5
The overall direction that South Lake Tahoe is taking.....	1	2	3	4	5
The job South Lake Tahoe government does at welcoming citizen involvement.....	1	2	3	4	5

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

a. Please rate how important, if at all, each of the following potential sources of information about City services, programs and activities in South Lake Tahoe is to you:

	Essential	Very important	Somewhat important	Not at all important
City Web site (at www.cityofslt.us).....	1	2	3	4
Local newspapers.....	1	2	3	4
Local news blogs.....	1	2	3	4
Local radio stations.....	1	2	3	4
TV Channel 21.....	1	2	3	4

b. Please indicate how important, if at all, it is for the City to address each of the following issues in the next 12 months:

	Essential	Very important	Somewhat important	Not at all important	Don't know
Community appearance.....	1	2	3	4	5
Economic development/job creation.....	1	2	3	4	5
Infrastructure improvements (e.g., roads, storm water community facilities).....	1	2	3	4	5
Community safety.....	1	2	3	4	5
Parks and recreation services.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Environment (protecting Lake Tahoe).....	1	2	3	4	5

c. The City is concerned that continued budget reductions due to the economic downturn will impact South Lake Tahoe's ability to provide community services and infrastructure improvements. Please indicate the extent to which you would support or oppose each of the following potential funding efforts to offset the impact of the economic downturn:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Amusement tax (paid by visitors for amusement services such as the Tahoe Queen and recreational equipment rentals).....	1	2	3	4	5
Transient Occupancy Tax Increase (paid by visitors staying in City hotels/motels and vacation rentals).....	1	2	3	4	5
Transactions & Use Tax Increase (paid by residents and visitors on retail purchases in or for use in the City).....	1	2	3	4	5
Special Assessment (paid by property owners for specific purposes such as improvements to roads, storm water drainage and community facilities).....	1	2	3	4	5

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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, Rail, Subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in South Lake Tahoe?

- 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



City of South Lake Tahoe
Office of the City Manager
1901 Airport Road, Suite 203
South Lake Tahoe, CA 96150

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