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The City of Gainesville, Florida

Report of Normative Comparisons 2008



TABLE OF CONTENTS

Survey Background.....	1
About The National Citizen Survey™	1
Understanding the Normative Comparisons	2
Comparison Data.....	2
Use of the “Excellent, Good, Fair, Poor” Response Scale.....	3
Putting Evaluations onto a 100-Point Scale	3
Interpreting the Results.....	4
Comparisons	5
Appendix A: List of Jurisdictions Included in Normative Comparisons (Florida Cities)	33
Appendix B: List of Jurisdictions Included in Normative Comparisons (All Jurisdictions in the Database)	35
Appendix C: Frequently Asked Questions about the Citizen Survey Database	48

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 survey and its administration are standardized to assure high quality survey methods and 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.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Gainesville staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Gainesville staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE NORMATIVE COMPARISONS

Comparison Data

National Research Center, Inc. has collected citizen surveys conducted in over 500 jurisdictions in the United States. Responses to thousands of survey questions dealing with resident perceptions about the quality of community life and services provided by local government were recorded, analyzed and stored in an electronic database.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast ¹	17%
West ²	21%
North Central West ³	11%
North Central East ⁴	13%
South Central ⁵	9%
South ⁶	24%
Northeast West ⁷	3%
Northeast East ⁸	2%
Population	
Less than 40,000	42%
40,000 to 74,999	20%
75,000 to 149,000	16%
150,000 or more	22%

¹ Alaska, Washington, Oregon, California, Hawaii

² Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico

³ North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota

⁴ Illinois, Indiana, Ohio, Michigan, Wisconsin

⁵ Oklahoma, Texas, Louisiana, Arkansas

⁶ West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC

⁷ New York, Pennsylvania, New Jersey

⁸ Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

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 is one we did not want to dismiss 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, we have 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).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 4 points based on all respondents.

Interpreting the Results

Comparisons are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. Fourth, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that your jurisdiction's rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

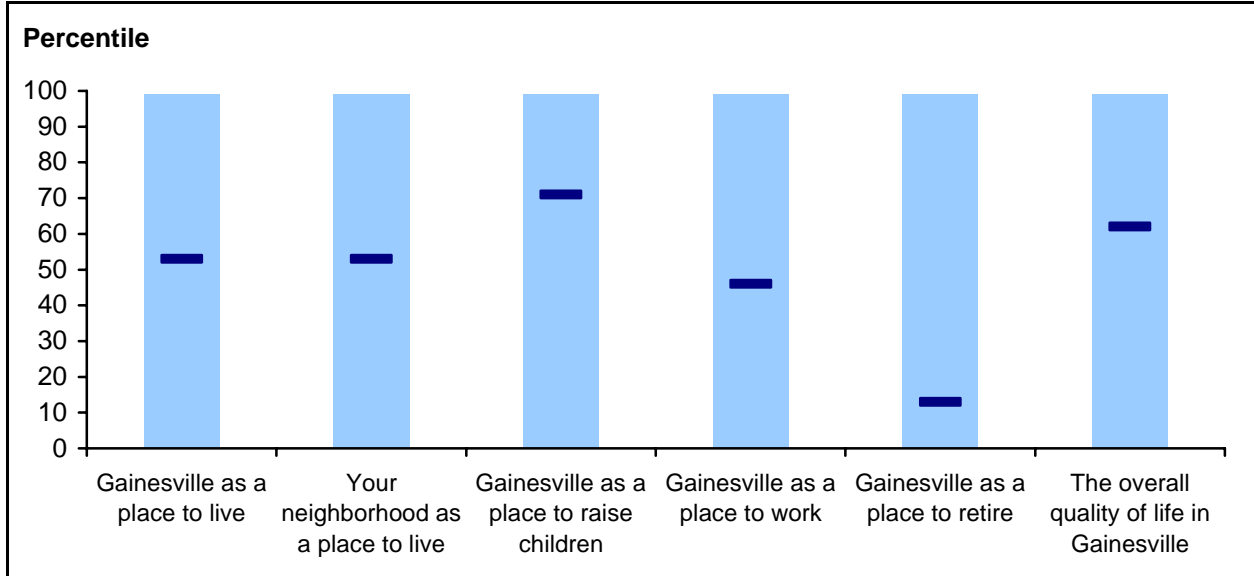
Alongside the rank and percentile appears a comparison: "above the norm," "below the norm" or "similar to the norm." This evaluation of "above," "below" or "similar to" comes from a statistical comparison of your jurisdiction's rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of no more than 4 points on the 100-point scale between your jurisdiction's ratings and the average based on the appropriate comparisons from the database are considered "statistically significant," and thus are marked as "above" or "below" the norm. When differences between your jurisdiction's ratings and the national norms are less than 4 points, they are marked as "similar to" the norm.

The data are represented visually in a chart that accompanies each table. Your jurisdiction's percentile for each compared item is marked with a black line on the chart.

**For Gainesville, two tables have been produced for each set of questions. In the first, comparisons are made to all of the Florida cities in the database as selected by Gainesville staff. In the second, comparisons are made to all jurisdictions in the database. For each set of questions, a chart precedes the two tables. The chart's numbers reflect the first table (Florida Cities), and graphically represents the percentile of each item, compared to the customized set of jurisdictions in the database. This percentile is marked as a black line on the chart. The list of jurisdictions used for comparison is listed as Appendix A in the back of this report.

COMPARISONS

Figure 1: Quality of Life Ratings (Florida Cities)



Quality of Life Ratings (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
How do you rate Gainesville as a place to live?	67	10	20	53%ile	Similar to the norm
How do you rate your neighborhood as a place to live?	66	8	16	53%ile	Similar to the norm
How do you rate Gainesville as a place to raise children?	62	6	18	71%ile	Above the norm
How do you rate Gainesville as a place to work?	45	8	14	46%ile	Similar to the norm
How do you rate Gainesville as a place to retire?	50	14	16	13%ile	Below the norm
How do you rate the overall quality of life in Gainesville?	62	9	22	62%ile	Similar to the norm

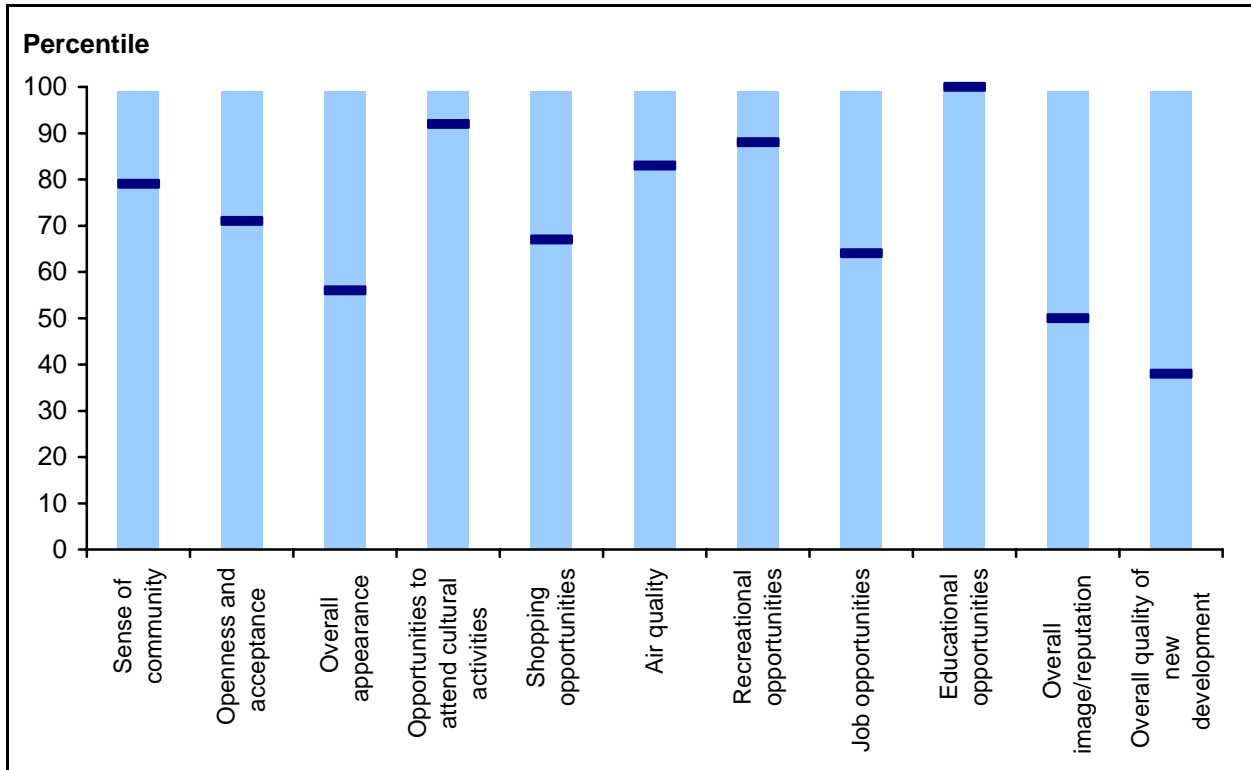
The City of Gainesville Citizen Survey

Comparisons

Quality of Life Ratings (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
How do you rate Gainesville as a place to live?	67	131	255	49%	Similar to the norm
How do you rate your neighborhood as a place to live?	66	106	180	41%	Similar to the norm
How do you rate Gainesville as a place to raise children?	62	141	230	39%	Similar to the norm
How do you rate Gainesville as a place to work?	45	112	150	26%	Below the norm
How do you rate Gainesville as a place to retire?	50	148	208	29%	Below the norm
How do you rate the overall quality of life in Gainesville?	62	170	277	39%	Similar to the norm

Comparisons

Figure 2: Characteristics of the Community: General and Opportunities (Florida Cities)



The City of Gainesville Citizen Survey

Comparisons

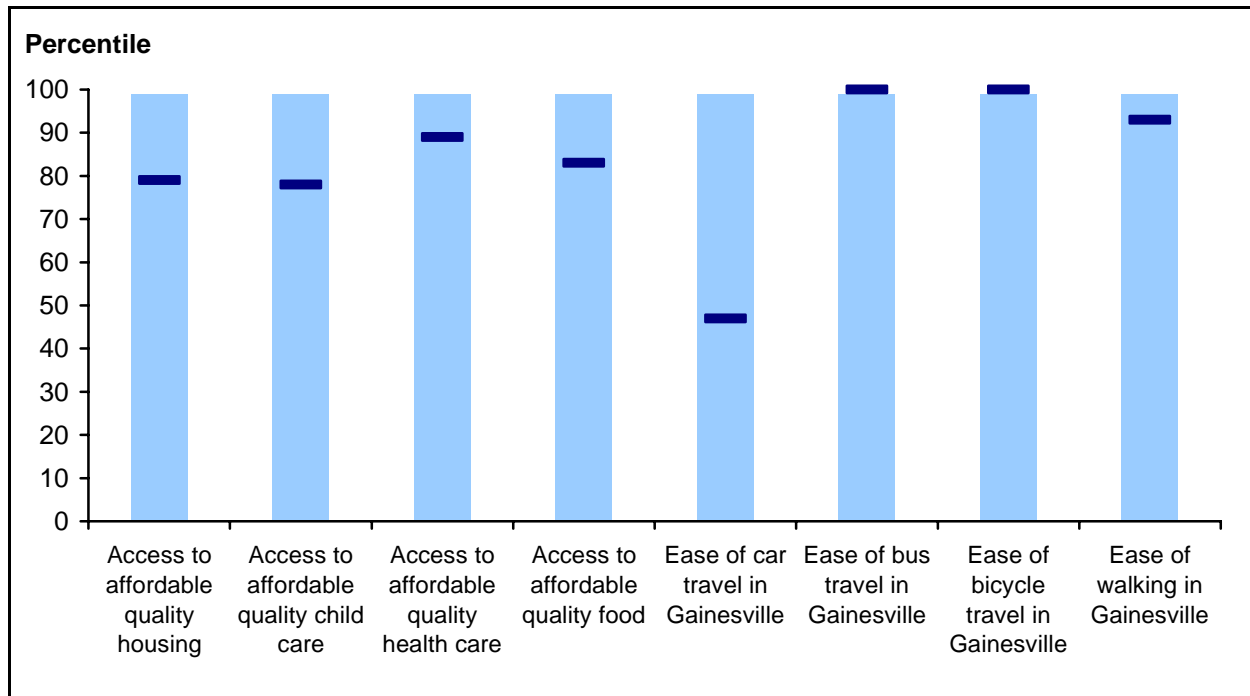
Characteristics of the Community: General and Opportunities (Florida Cities)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Sense of community	59	4	15	79%ile	Above the norm
Openness and acceptance of the community towards people of diverse backgrounds	60	5	15	71%ile	Above the norm
Overall appearance of Gainesville	56	8	17	56%ile	Similar to the norm
Opportunities to attend cultural activities	67	2	14	92%ile	Above the norm
Shopping opportunities	52	5	13	67%ile	Similar to the norm
Air quality	66	2	7	83%ile	Above the norm
Recreational opportunities	62	3	17	88%ile	Above the norm
Job opportunities	34	5	12	64%ile	Similar to the norm
Educational opportunities	77	1	8	100%ile	Above the norm
Overall image/reputation of Gainesville	62	8	15	50%ile	Above the norm
Overall quality of new development in Gainesville	49	9	14	38%ile	Similar to the norm

The City of Gainesville Citizen Survey

Comparisons

Characteristics of the Community: General and Opportunities (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Sense of community	59	57	185	70%	Above the norm
Openness and acceptance of the community towards people of diverse backgrounds	60	40	149	74%	Above the norm
Overall appearance of Gainesville	56	121	216	44%	Similar to the norm
Opportunities to attend cultural activities	67	16	165	91%	Above the norm
Shopping opportunities	52	74	169	57%	Similar to the norm
Air quality	66	26	106	76%	Above the norm
Recreational opportunities	62	62	184	67%	Above the norm
Job opportunities	34	110	194	44%	Similar to the norm
Educational opportunities	77	7	102	94%	Above the norm
Overall image/reputation of Gainesville	62	55	144	62%	Above the norm
Overall quality of new development in Gainesville	49	80	116	31%	Below the norm

Figure 3: Characteristics of the Community: Access and Mobility (Florida Cities)



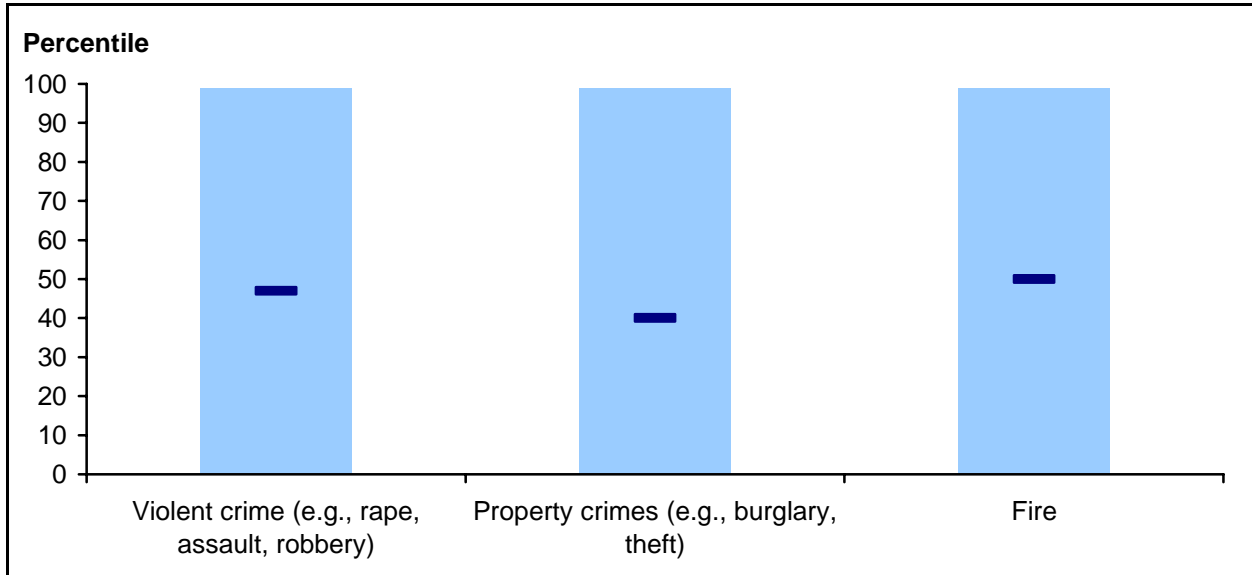
Comparisons

Characteristics of the Community: Access and Mobility (Florida Cities)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Access to affordable quality housing	41	4	15	79%ile	Above the norm
Access to affordable quality child care	43	3	10	78%ile	Similar to the norm
Access to affordable quality health care	54	2	10	89%ile	Above the norm
Access to affordable quality food	60	2	7	83%ile	Above the norm
Ease of car travel in Gainesville	43	9	16	47%ile	Similar to the norm
Ease of bus travel in Gainesville	52	1	10	100%ile	Above the norm
Ease of bicycle travel in Gainesville	59	1	16	100%ile	Above the norm
Ease of walking in Gainesville	60	2	15	93%ile	Above the norm

Characteristics of the Community: Access and Mobility (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Access to affordable quality housing	41	107	221	52%	Similar to the norm
Access to affordable quality child care	43	68	128	47%	Similar to the norm
Access to affordable quality health care	54	34	124	73%	Above the norm
Access to affordable quality food	60	21	61	67%	Above the norm
Ease of car travel in Gainesville	43	123	164	25%	Below the norm
Ease of bus travel in Gainesville	52	28	111	75%	Above the norm
Ease of bicycle travel in Gainesville	59	22	163	87%	Above the norm
Ease of walking in Gainesville	60	48	164	71%	Above the norm

Comparisons

Figure 4: Ratings of Safety from Various Problems (Florida Cities)



Ratings of Safety From Various Problems (Florida Cities)

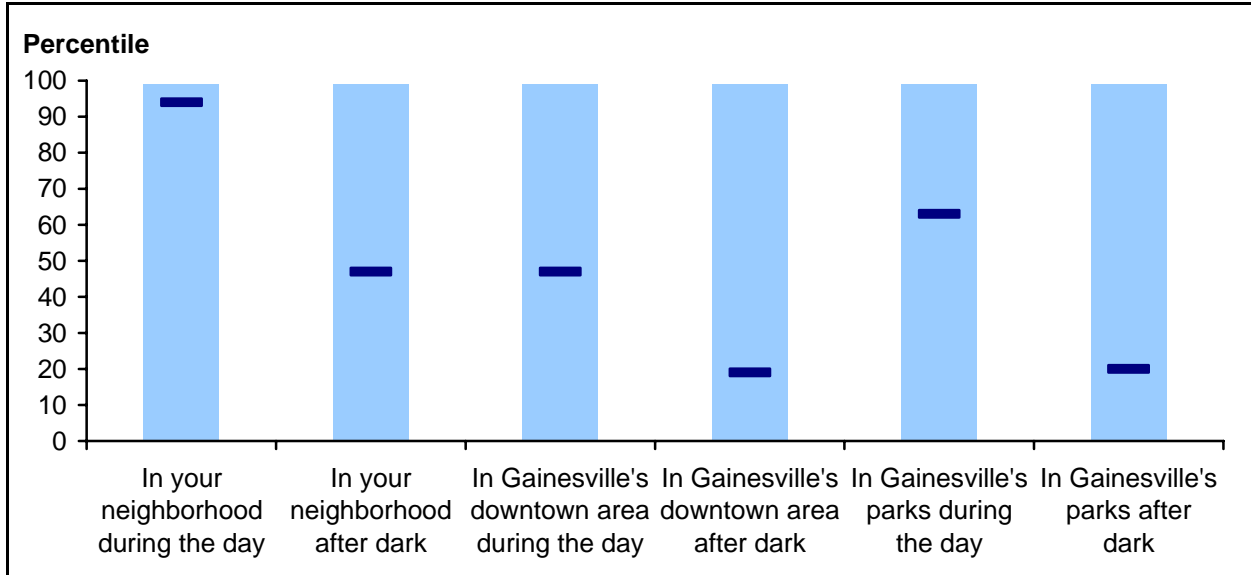
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Violent crime (e.g., rape, assault, robbery)	61	9	16	47%ile	Similar to the norm
Property crimes (e.g., burglary, theft)	52	10	16	40%ile	Similar to the norm
Fire	73	9	17	50%ile	Similar to the norm

Ratings of Safety From Various Problems (All Jurisdictions in the Database)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Violent crime (e.g., rape, assault, robbery)	61	128	170	25%	Below the norm
Property crimes (e.g., burglary, theft)	52	127	168	25%	Below the norm
Fire	73	97	166	42%	Similar to the norm

Comparisons

Figure 5: Ratings of Safety in Various Areas (Florida Cities)



Ratings of Safety in Various Areas (Florida Cities)

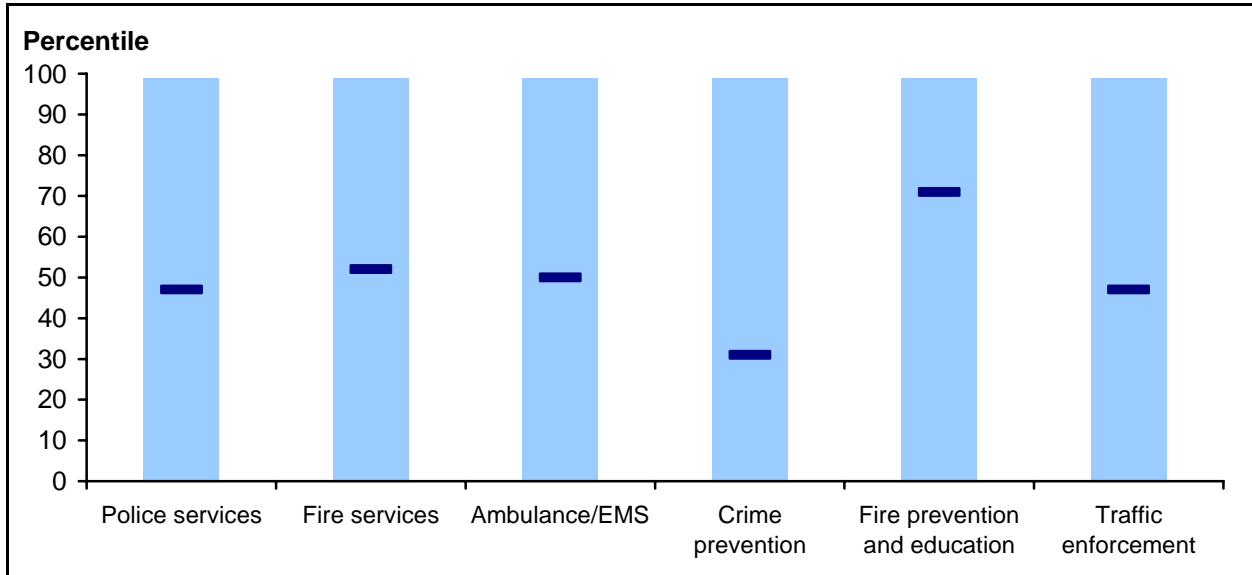
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
In your neighborhood during the day	91	2	18	94%ile	Above the norm
In your neighborhood after dark	67	10	18	47%ile	Similar to the norm
In Gainesville's downtown area during the day	79	9	16	47%ile	Similar to the norm
In Gainesville's downtown area after dark	44	14	17	19%ile	Below the norm
In Gainesville's parks during the day	80	6	17	69%ile	Similar to the norm
In Gainesville's parks after dark	39	13	16	20%ile	Below the norm

Ratings of Safety in Various Areas (All Jurisdictions in the Database)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
In your neighborhood during the day	91	38	205	82%	Above the norm
In your neighborhood after dark	67	136	211	36%	Similar to the norm
In Gainesville's downtown area during the day	79	115	170	33%	Similar to the norm
In Gainesville's downtown area after dark	44	156	184	15%	Below the norm
In Gainesville's parks during the day	80	106	164	36%	Similar to the norm
In Gainesville's parks after dark	39	129	164	21%	Below the norm

Comparisons

Figure 6: Quality of Public Safety Services (Florida Cities)



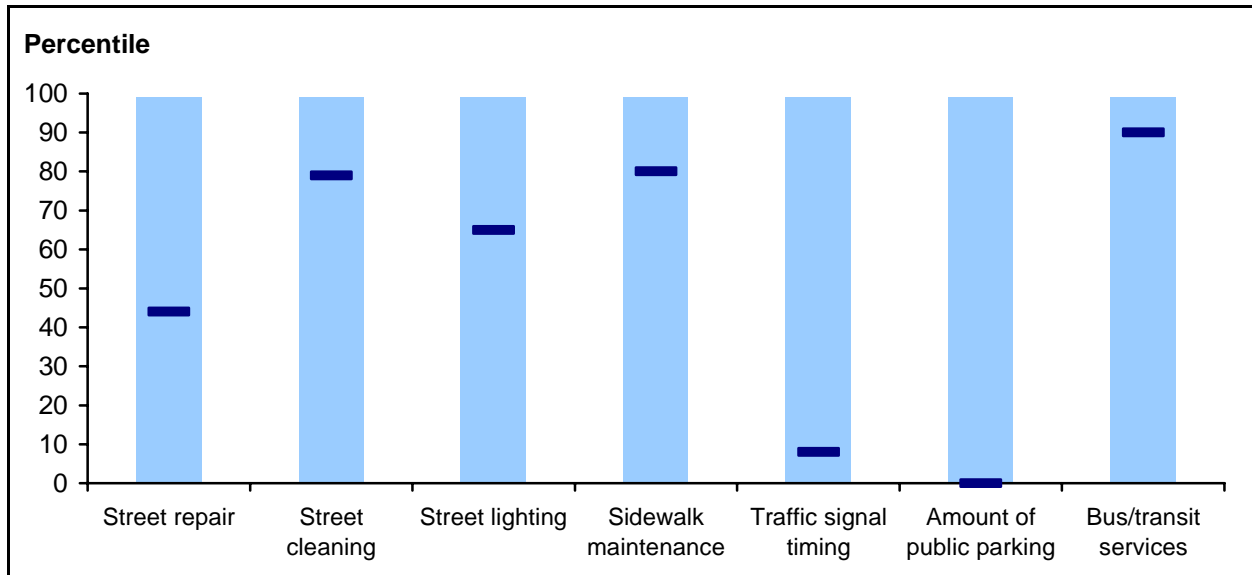
Quality of Public Safety Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Police services	62	11	20	47%ile	Similar to the norm
Fire services	76	9	22	62%ile	Similar to the norm
Ambulance/emergency medical services	75	11	21	50%ile	Similar to the norm
Crime prevention	51	11	17	38%ile	Similar to the norm
Fire prevention and education	66	5	15	71%ile	Similar to the norm
Traffic enforcement	53	11	20	47%ile	Similar to the norm

Quality of Public Safety Services (All Jurisdictions in the Database)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Police services	62	173	293	41%	Similar to the norm
Fire services	76	110	242	55%	Similar to the norm
Ambulance/emergency medical services	75	80	212	63%	Similar to the norm
Crime prevention	51	128	190	33%	Below the norm
Fire prevention and education	66	64	152	58%	Similar to the norm
Traffic enforcement	53	162	229	29%	Similar to the norm

Figure 7: Quality of Transportation Services (Florida Cities)

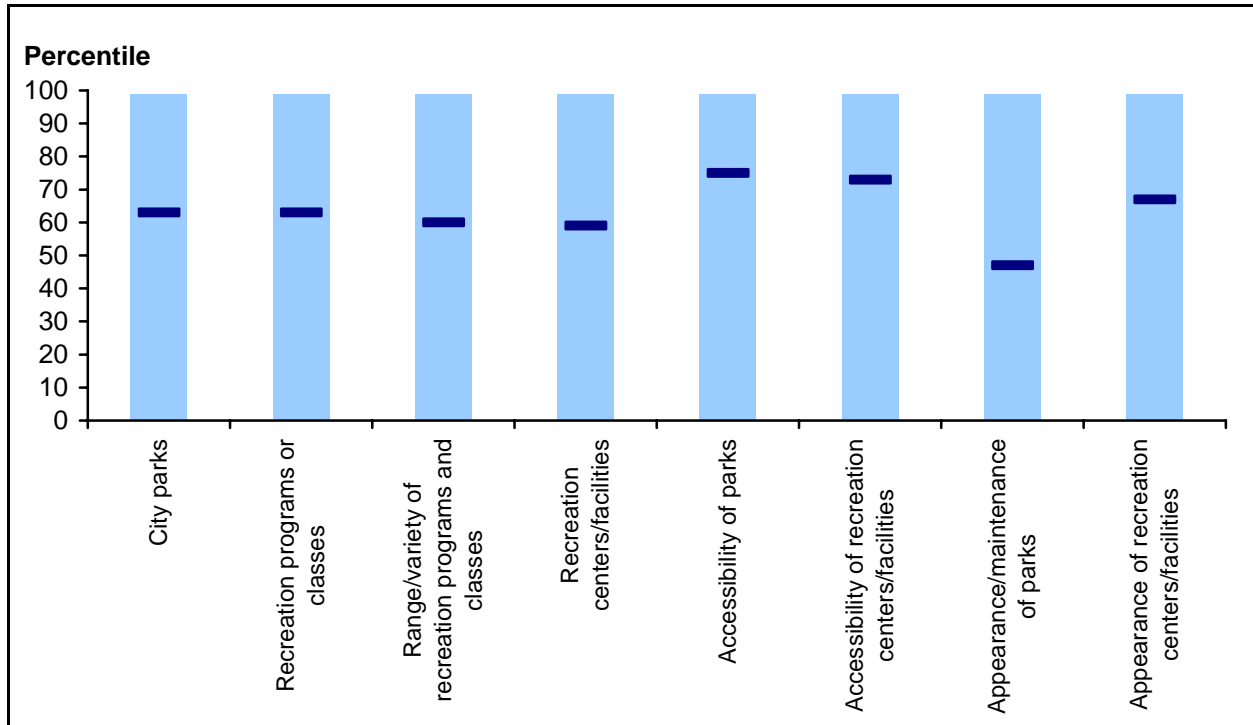


Quality of Transportation Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Street repair	39	12	19	39%ile	Similar to the norm
Street cleaning	52	5	15	71%ile	Above the norm
Street lighting	51	8	21	65%ile	Similar to the norm
Sidewalk maintenance	48	4	16	80%ile	Above the norm
Traffic signal timing	31	12	13	8%ile	Below the norm
Amount of public parking	28	9	9	0%ile	Below the norm
Bus/transit services	57	2	11	90%ile	Above the norm

Quality of Transportation Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Street repair	39	201	280	28%	Below the norm
Street cleaning	52	119	200	41%	Similar to the norm
Street lighting	51	132	214	38%	Similar to the norm
Sidewalk maintenance	48	93	178	48%	Similar to the norm
Traffic signal timing	31	120	128	6%	Below the norm
Amount of public parking	28	108	113	4%	Below the norm
Bus/transit services	57	47	134	65%	Above the norm

Figure 8: Quality of Leisure Services (Florida Cities)



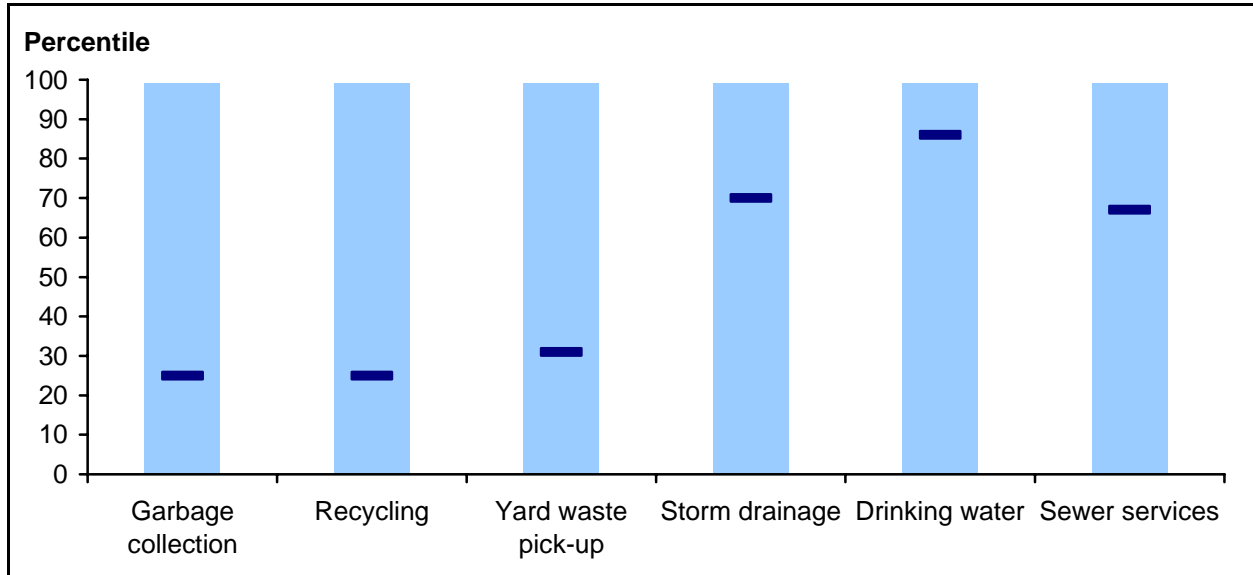
Quality of Leisure Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
City parks	63	7	17	63%ile	Similar to the norm
Recreation programs or classes	61	8	20	63%ile	Similar to the norm
Range/variety of recreation programs and classes	57	7	16	60%ile	Similar to the norm
Recreation centers/facilities	58	7	18	65%ile	Similar to the norm
Accessibility of parks	65	5	17	75%ile	Similar to the norm
Accessibility of recreation centers/facilities	63	5	16	73%ile	Similar to the norm
Appearance/maintenance of parks	60	11	20	47%ile	Similar to the norm
Appearance of recreation centers/facilities	60	7	16	60%ile	Similar to the norm

Quality of Leisure Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
City parks	63	127	201	37%	Similar to the norm
Recreation programs or classes	61	106	212	50%	Similar to the norm
Range/variety of recreation programs and classes	57	78	138	44%	Similar to the norm
Recreation centers/facilities	58	89	167	47%	Similar to the norm
Accessibility of parks	65	84	148	44%	Similar to the norm
Accessibility of recreation centers/facilities	63	49	108	55%	Similar to the norm
Appearance/maintenance of parks	60	152	203	25%	Below the norm
Appearance of recreation centers/facilities	60	69	116	41%	Similar to the norm

Comparisons

Figure 9: Quality of Utility Services (Florida Cities)



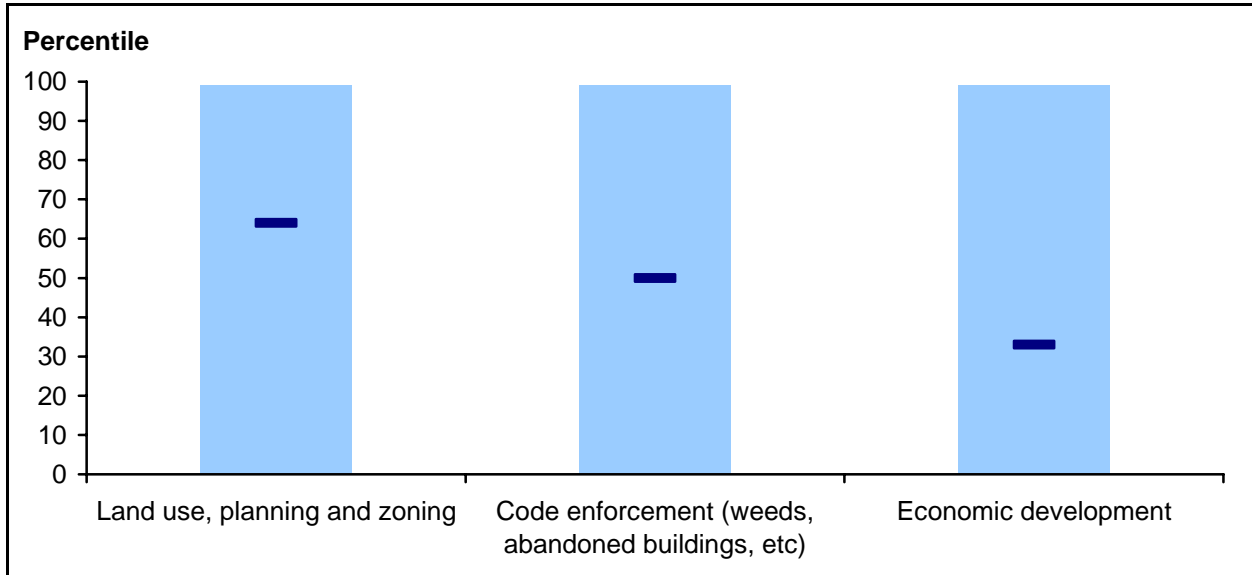
Quality of Utility Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Garbage collection	64	17	21	20%ile	Similar to the norm
Recycling	63	12	17	31%ile	Similar to the norm
Yard waste pick-up	60	9	14	38%ile	Similar to the norm
Storm drainage	53	7	21	70%ile	Above the norm
Drinking water	57	3	15	86%ile	Above the norm
Sewer services	61	6	16	67%ile	Above the norm

Quality of Utility Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Garbage collection	64	184	232	21%	Below the norm
Recycling	63	132	202	35%	Similar to the norm
Yard waste pick-up	60	91	140	35%	Similar to the norm
Storm drainage	53	103	222	54%	Similar to the norm
Drinking water	57	85	174	51%	Similar to the norm
Sewer services	61	90	175	49%	Similar to the norm

Comparisons

Figure 10: Quality of Planning and Code Enforcement Services (Florida Cities)

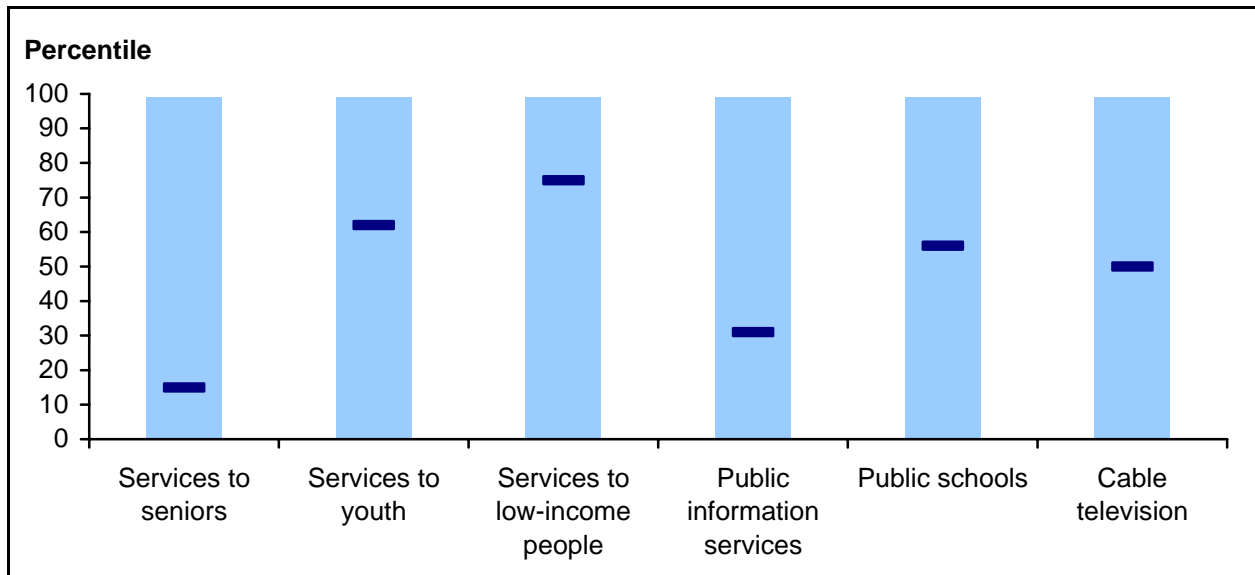


Quality of Planning and Code Enforcement Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Land use, planning and zoning	36	7	15	57%ile	Similar to the norm
Code enforcement (weeds, abandoned buildings, etc)	41	12	23	50%ile	Similar to the norm
Economic development	38	11	16	33%ile	Below the norm

Quality of Planning and Code Enforcement Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Land use, planning and zoning	36	124	176	30%	Below the norm
Code enforcement (weeds, abandoned buildings, etc)	41	144	229	37%	Below the norm
Economic development	38	125	166	25%	Below the norm

Figure 11: Quality of Services to Special Populations and Other Services (Florida Cities)



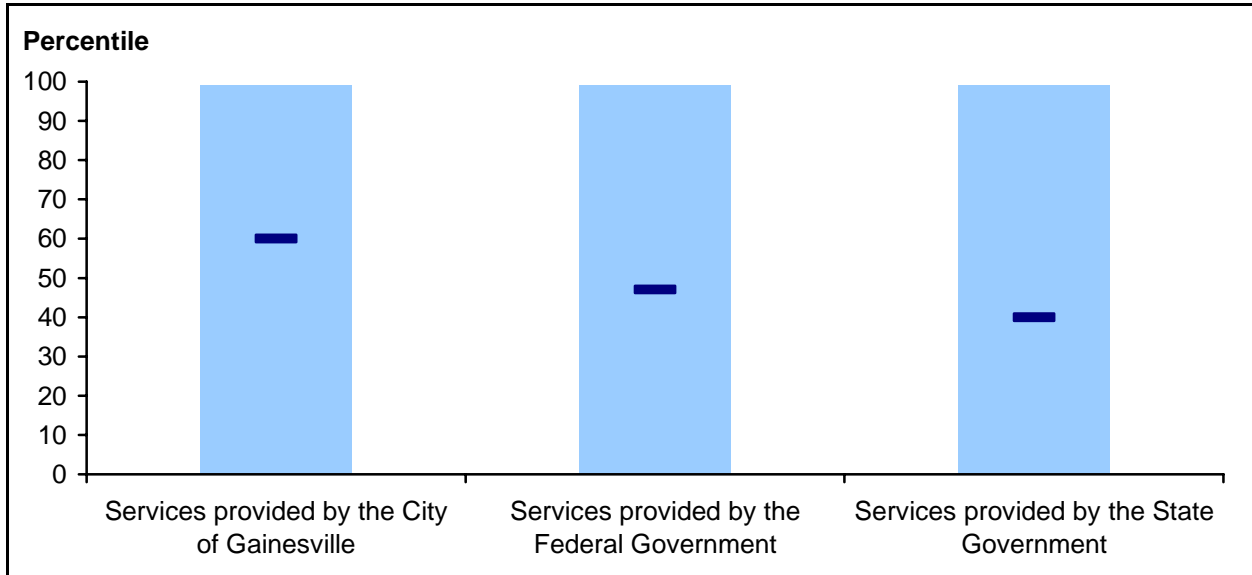
Quality of Services to Special Populations and Other Services (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Services to seniors	45	12	14	15%ile	Below the norm
Services to youth	46	6	14	62%ile	Similar to the norm
Services to low-income people	39	3	9	75%ile	Similar to the norm
Public information services	49	11	14	23%ile	Similar to the norm
Municipal courts	51	N/A	N/A	N/A	Comparison data not available
Public schools	49	6	10	44%ile	Similar to the norm
Cable television	48	5	9	50%ile	Similar to the norm

Quality of Services to Special Populations and Other Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Services to seniors	45	161	177	9%	Below the norm
Services to youth	46	101	151	33%	Below the norm
Services to low-income people	39	85	129	34%	Similar to the norm
Public information services	49	157	186	16%	Below the norm
Municipal courts	51	62	89	31%	Similar to the norm
Public schools	49	105	148	29%	Below the norm
Cable television	48	64	116	45%	Similar to the norm

Comparisons

Figure 12: Overall Quality of Services (Florida Cities)



Overall Quality of Services (Florida Cities)

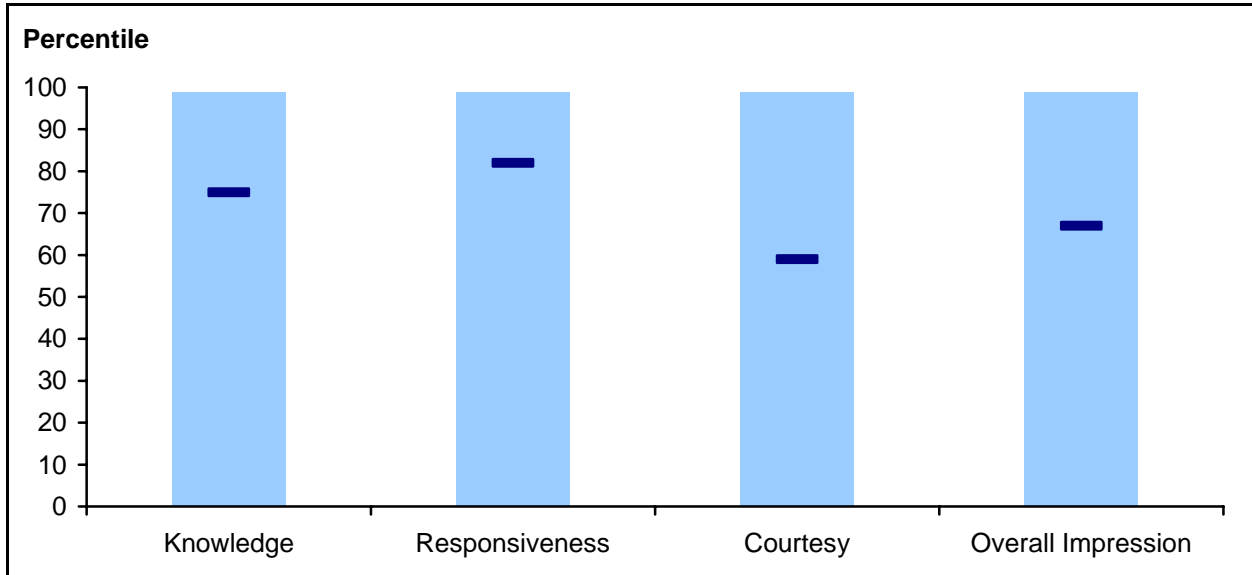
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Services provided by the City of Gainesville	58	9	21	60%ile	Similar to the norm
Services provided by the Federal Government	41	9	16	47%ile	Similar to the norm
Services provided by the State Government	44	10	16	40%ile	Similar to the norm

Comparisons

Overall Quality of Services (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Services provided by the City of Gainesville	58	144	256	44%	Similar to the norm
Services provided by the Federal Government	41	96	155	38%	Similar to the norm
Services provided by the State Government	44	85	157	46%	Similar to the norm

Comparisons

Figure 13: Ratings of Contact with City Employees (Florida Cities)



Ratings of Contact with the City Employees (Florida Cities)

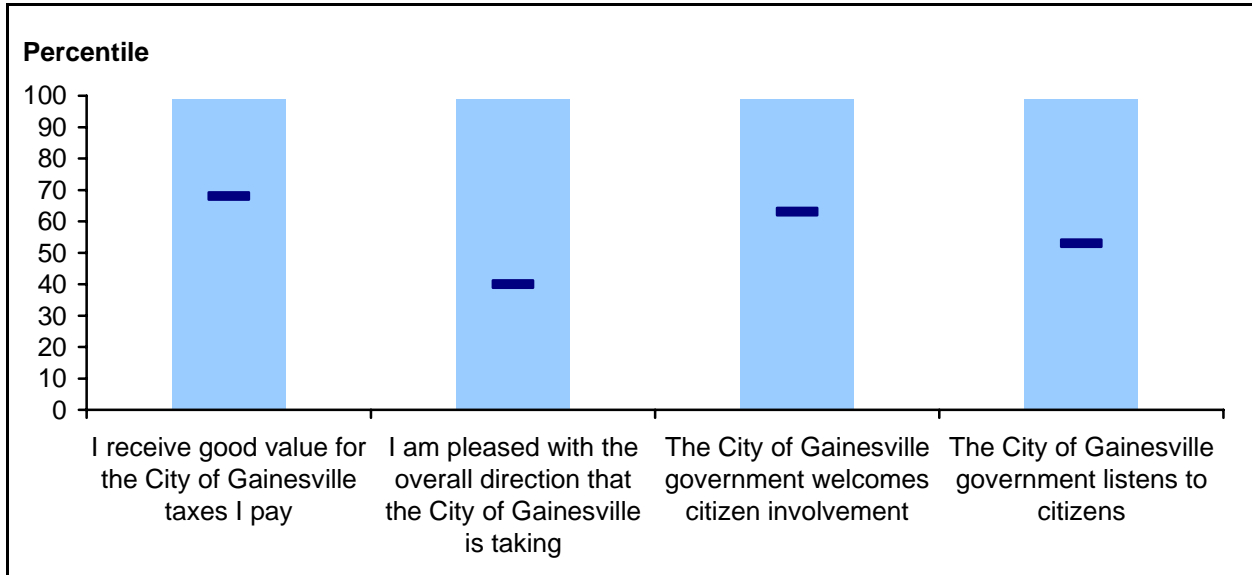
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Knowledge	69	5	17	75%ile	Above the norm
Responsiveness	67	3	18	88%ile	Above the norm
Courtesy	67	8	18	59%ile	Similar to the norm
Overall Impression	66	7	19	67%ile	Above the norm

Ratings of Contact with the City Employees (All Jurisdictions in the Database)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
Knowledge	69	92	206	56%	Similar to the norm
Responsiveness	67	77	207	63%	Similar to the norm
Courtesy	67	92	167	45%	Similar to the norm
Overall Impression	66	102	234	57%	Similar to the norm

Comparisons

Figure 14: Ratings of Public Trust (Florida Cities)



Ratings of Public Trust (Florida Cities)

	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
I receive good value for the City of Gainesville taxes I pay	58	7	20	68%ile	Above the norm
I am pleased with the overall direction that the City of Gainesville is taking	53	10	16	40%ile	Similar to the norm
The City of Gainesville government welcomes citizen involvement	65	7	17	63%ile	Similar to the norm
The City of Gainesville government listens to citizens	53	9	18	53%ile	Similar to the norm

The City of Gainesville Citizen Survey

Comparisons

Ratings of Public Trust (All Jurisdictions in the Database)					
	City of Gainesville Rating	Rank	Number of Jurisdictions for Comparison	City of Gainesville Percentile	Comparison of Gainesville Rating to Norm
I receive good value for the City of Gainesville taxes I pay	58	121	232	48%	Similar to the norm
I am pleased with the overall direction that the City of Gainesville is taking	53	133	188	29%	Below the norm
The City of Gainesville government welcomes citizen involvement	65	73	200	64%	Similar to the norm
The City of Gainesville government listens to citizens	53	89	174	49%	Similar to the norm

APPENDIX A: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (FLORIDA CITIES)

Jurisdiction Name	State	2000 Population
Belleair Beach	FL	1,751
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Cape Coral	FL	102,286
Clearwater	FL	108,787
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Eustis	FL	15,106
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
North Port	FL	22,797
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach	FL	10,468
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Port Orange	FL	45,823
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Titusville	FL	40,670

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Winter Park	FL	24,090

APPENDIX B: LIST OF JURISDICTIONS INCLUDED IN NORMATIVE COMPARISONS (ALL JURISDICTIONS IN THE DATABASE)

Jurisdiction Name	State	2000 Population
Homer	AK	3,946
Alabaster	AL	22,169
Auburn	AL	42,987
Phenix City	AL	28,265
Fayetteville	AR	58,047
Fort Smith	AR	80,268
Hot Springs	AR	35,613
Siloam Springs	AR	10,000
Avondale	AZ	35,883
Chandler	AZ	176,581
Flagstaff	AZ	52,894
Florence	AZ	17,054
Phoenix	AZ	1,321,045
Prescott Valley	AZ	25,535
Safford	AZ	9,232
Scottsdale	AZ	202,705
Sedona	AZ	10,192
Tucson	AZ	486,699
Agoura Hills	CA	20,537
Bellflower	CA	72,878
Benicia	CA	26,865
Burlingame	CA	28,158
Capitola	CA	10,033
Carlsbad	CA	78,247
Chula Vista	CA	173,556
Claremont	CA	33,998
Concord	CA	121,780

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Cupertino	CA	50,546
Del Mar	CA	4,389
El Cerrito	CA	23,171
Galt	CA	19,472
La Mesa	CA	54,749
Laguna Beach	CA	23,727
Livermore	CA	73,345
Lodi	CA	56,999
Long Beach	CA	461,522
Los Angeles	CA	3,694,820
Los Gatos	CA	28,592
Lynwood	CA	69,845
Mission Viejo	CA	93,102
Morgan Hill	CA	33,556
Mountain View	CA	70,708
Oceanside	CA	161,029
Oxnard	CA	170,358
Palm Springs	CA	42,807
Palo Alto	CA	58,598
Poway	CA	48,044
Rancho Cordova	CA	55,060
Redding	CA	80,865
Richmond	CA	99,216
Ridgecrest	CA	24,927
Riverside	CA	255,166
San Bernardino County	CA	1,709,434
San Francisco	CA	776,733
San Jose	CA	894,943
San Ramon	CA	44,722
Santa Barbara County	CA	399,347
Santa Monica	CA	84,084
Stockton	CA	243,771
Sunnyvale	CA	131,760
Walnut Creek	CA	64,296
Calgary	Canada	878,866

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
District of Saanich,Victoria	Canada	103,654
North Vancouver	Canada	44,303
Prince Albert	Canada	34,291
Thunder Bay	Canada	109,016
Winnipeg	Canada	619,544
Archuleta County	CO	9,898
Arvada	CO	102,153
Aspen	CO	5,914
Boulder	CO	94,673
Boulder County	CO	291,288
Broomfield	CO	38,272
Castle Rock	CO	20,224
Colorado Springs	CO	360,890
Craig	CO	9,189
Denver (City and County)	CO	554,636
Douglas County	CO	175,766
Durango	CO	13,922
Eagle County	CO	41,659
Englewood	CO	31,727
Fort Collins	CO	118,652
Fruita	CO	6,478
Golden	CO	17,159
Grand County	CO	12,442
Greenwood Village	CO	11,035
Highlands Ranch	CO	70,931
Hot Sulphur Springs	CO	521
Jefferson County	CO	527,056
Lakewood	CO	144,126
Larimer County	CO	251,494
Lone Tree	CO	4,873
Longmont	CO	71,093
Louisville	CO	18,937
Loveland	CO	50,608
Mesa County	CO	116,255
Northglenn	CO	31,575

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Parker	CO	23,558
Steamboat Springs	CO	9,815
Summit County	CO	23,548
Thornton	CO	82,384
Westminster	CO	100,940
Wheat Ridge	CO	32,913
Manchester	CT	54,740
West Hartford	CT	63,589
Wethersfield	CT	26,271
Windsor	CT	28,237
Dover	DE	32,135
Belleair Beach	FL	1,751
Bonita Springs	FL	32,797
Bradenton	FL	49,504
Brevard County	FL	476,230
Broward County	FL	1,623,018
Cape Coral	FL	102,286
Charlotte County	FL	141,627
Clearwater	FL	108,787
Collier County	FL	251,377
Cooper City	FL	27,939
Coral Springs	FL	117,549
Dania Beach	FL	20,061
Daytona Beach	FL	64,112
Delray Beach	FL	60,020
Duval County	FL	778,879
Eustis	FL	15,106
Kissimmee	FL	47,814
Melbourne	FL	71,382
Miami Beach	FL	87,933
Miami-Dade County	FL	2,253,362
North Port	FL	22,797
Oakland Park	FL	30,966
Ocoee	FL	24,391
Oldsmar	FL	11,910

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Oviedo	FL	26,316
Palm Bay	FL	79,413
Palm Beach	FL	10,468
Palm Beach County	FL	1,131,184
Palm Beach Gardens	FL	35,058
Palm Coast	FL	32,732
Pinellas County	FL	921,482
Port Orange	FL	45,823
Sarasota	FL	52,715
Seminole	FL	10,890
South Daytona	FL	13,177
Tallahassee	FL	150,624
Titusville	FL	40,670
Volusia County	FL	443,343
Walton County	FL	40,601
Winter Park	FL	24,090
Alpharetta	GA	34,854
Cartersville	GA	15,925
Columbus	GA	185,781
Decatur	GA	18,147
Macon	GA	97,255
Milledgeville	GA	18,757
Smyrna	GA	40,999
Honolulu	HI	876,156
Maui	HI	128,094
Ames	IA	50,731
Ankeny	IA	27,117
Bettendorf	IA	31,275
Cedar Falls	IA	36,145
Clarke County	IA	9,133
Davenport	IA	98,359
Des Moines	IA	198,682
Indianola	IA	12,998
Iowa County	IA	15,671
Marion	IA	7,144

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Newton	IA	15,579
Polk County	IA	374,601
Sheldahl	IA	336
Slater	IA	1,306
Urbandale	IA	29,072
Waukee	IA	5,126
West Des Moines	IA	46,403
Boise	ID	185,787
Moscow	ID	21,291
Batavia	IL	23,866
Collinsville	IL	24,707
DeKalb	IL	39,018
Elmhurst	IL	42,762
Evanston	IL	74,239
Gurnee	IL	28,834
Highland Park	IL	31,365
Homewood	IL	19,543
Lincolnwood	IL	12,359
Naperville	IL	128,358
Normal	IL	45,386
O'Fallon	IL	21,910
Palatine	IL	65,479
Peoria	IL	112,936
Shorewood	IL	7,686
Skokie	IL	63,348
Sugar Grove	IL	3,909
Village of Oak Park	IL	52,524
Woodridge	IL	30,934
Fishers	IN	37,835
Fort Wayne	IN	205,727
Gary	IN	102,746
Munster	IN	21,511
Arkansas City	KS	11,963
Fairway	KS	3,952
Lenexa	KS	40,238

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Merriam	KS	11,008
Olathe	KS	92,962
Overland Park	KS	149,080
Salina	KS	45,679
Wichita	KS	344,284
Ashland	KY	21,981
Bowling Green	KY	49,296
Daviess County	KY	91,545
Lexington	KY	260,512
Jefferson Parish	LA	455,466
New Orleans	LA	484,674
Orleans Parish	LA	484,674
Andover	MA	31,247
Barnstable	MA	47,821
Burlington	MA	22,876
Cambridge	MA	101,355
Shrewsbury	MA	31,640
Worcester	MA	172,648
College Park	MD	242,657
Gaithersburg	MD	52,613
Montgomery County	MD	873,341
Ocean City	MD	7,173
Rockville	MD	47,388
Takoma Park	MD	17,299
Saco	ME	16,822
Ann Arbor	MI	114,024
Battle Creek	MI	53,364
Delhi Township	MI	22,569
Detroit	MI	951,270
Meridian Charter Township	MI	38,987
Novi	MI	47,386
Ottawa County	MI	238,314
Sault Sainte Marie	MI	16,542
Troy	MI	80,959
Village of Howard City	MI	1,585

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Blue Earth	MN	3,621
Carver County	MN	70,205
Chanhassen	MN	20,321
Dakota County	MN	355,904
Duluth	MN	86,918
Fridley	MN	27,449
Grand Forks	MN	231
Hutchinson	MN	13,080
Mankato	MN	32,427
Maplewood	MN	34,947
Medina	MN	4,005
Minneapolis	MN	382,618
North Branch	MN	8,023
Polk County	MN	31,369
Prior Lake	MN	15,917
Scott County	MN	89,498
St. Cloud	MN	59,107
St. Louis County	MN	200,528
St. Paul	MN	287,151
Washington County	MN	201,130
Blue Springs	MO	48,080
Columbia	MO	84,531
Ellisville	MO	9,104
Grandview	MO	24,881
Independence	MO	113,288
Joplin	MO	45,504
Kansas City	MO	441,545
Lee's Summit	MO	70,700
Maryland Heights	MO	25,756
Maryville	MO	10,581
O'Fallon	MO	46,169
Platte City	MO	3,866
Springfield	MO	151,580
Biloxi	MS	50,644
Starkville	MS	21,869

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Bozeman	MT	27,509
Cary	NC	94,536
Charlotte	NC	540,828
Concord	NC	55,977
Davidson	NC	7,139
Durham	NC	187,038
Hudson	NC	3,078
Knightdale	NC	5,958
Wilmington	NC	90,400
Grand Forks	ND	49,321
Wahpeton	ND	8,586
Cedar Creek	NE	396
Kearney	NE	27,431
Dover	NH	26,884
Lyme	NH	1,679
Willingboro Township	NJ	33,008
Alamogordo	NM	35,582
Albuquerque	NM	448,607
Bloomfield	NM	6,417
Farmington	NM	37,844
Los Alamos County	NM	18,343
Taos	NM	4,700
Carson City	NV	52,457
Henderson	NV	175,381
North Las Vegas	NV	115,488
Reno	NV	180,480
Sparks	NV	66,346
Washoe County	NV	339,486
Beekman	NY	11,452
Canandaigua	NY	11,264
Genesee County	NY	60,370
Rye	NY	14,955
Akron	OH	217,074
Columbus	OH	711,470
Delaware	OH	25,243

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Dublin	OH	31,392
Hudson	OH	22,439
Lebanon	OH	16,962
Sandusky	OH	27,844
Westerville	OH	35,318
Broken Arrow	OK	74,839
Edmond	OK	68,315
Oklahoma City	OK	506,132
Stillwater	OK	39,065
Ashland	OR	19,522
Bend	OR	52,029
Corvallis	OR	49,322
Eugene	OR	137,893
Gresham	OR	90,205
Jackson County	OR	181,269
Keizer	OR	32,203
Lake Oswego	OR	35,278
Portland	OR	529,121
Springfield	OR	52,864
Borough of Ebensburg	PA	3,091
Cumberland County	PA	213,674
Ephrata Borough	PA	13,213
Philadelphia	PA	1,517,550
State College	PA	38,420
Upper Merion Township	PA	28,863
East Providence	RI	48,688
Newport	RI	26,475
Columbia	SC	116,278
Greenville	SC	10,468
Mauldin	SC	15,224
Myrtle Beach	SC	22,759
Pickens County	SC	110,757
Rock Hill	SC	49,765
Cookeville	TN	23,923
Oak Ridge	TN	27,387

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Arlington	TX	332,969
Austin	TX	656,562
Benbrook	TX	20,208
Bryan	TX	34,733
Corpus Christi	TX	277,454
Dallas	TX	1,188,580
Duncanville	TX	36,081
El Paso	TX	563,662
Fort Worth	TX	534,694
Grand Prairie	TX	127,427
Irving	TX	191,615
Lewisville	TX	77,737
McAllen	TX	106,414
Missouri City	TX	52,913
Pasadena	TX	141,674
Round Rock	TX	61,136
San Marcos	TX	34,733
Shenandoah	TX	1,503
Sugar Land	TX	63,328
The Colony	TX	26,531
Farmington	UT	12,081
Riverdale	UT	7,656
Washington City	UT	8,186
Albemarle County	VA	79,236
Arlington County	VA	189,453
Bedford County	VA	60,371
Blacksburg	VA	39,357
Botetourt County	VA	30,496
Chesterfield County	VA	259,903
Hanover County	VA	86,320
Hopewell	VA	22,354
James City County	VA	48,102
Lynchburg	VA	65,269
Newport News	VA	180,150
Northampton County	VA	13,093

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Prince William County	VA	280,813
Richmond	VA	197,790
Stafford County	VA	92,446
Staunton	VA	23,853
Virginia Beach	VA	425,257
Williamsburg	VA	11,998
Chittenden County	VT	146,571
Bellevue	WA	109,569
Bellingham	WA	67,171
Clark County	WA	345,238
Hoquiam	WA	9,097
Kent	WA	79,524
King County	WA	1,737,034
Kirkland	WA	45,054
Kitsap County	WA	231,969
Lynnwood	WA	33,847
Marysville	WA	12,268
Ocean Shores	WA	3,836
Olympia	WA	42,514
Pasco	WA	32,066
Richland	WA	38,708
Snoqualmie	WA	1,631
Tacoma	WA	193,556
Vancouver	WA	143,560
Appleton	WI	70,087
Ashland County	WI	16,866
Eau Claire	WI	61,704
Kenosha	WI	90,352
Milton	WI	5,132
Ozaukee County	WI	82,317
Suamico	WI	8,686
Superior	WI	27,368
Village of Brown Deer	WI	12,170
Wausau	WI	38,426
Wauwatosa	WI	47,271

The City of Gainesville Citizen Survey

Jurisdictions in Comparisons

Jurisdiction Name	State	2000 Population
Whitewater	WI	13,437
Winnebago County	WI	156,763
Morgantown	WV	26,809
Cheyenne	WY	53,011
Gillette	WY	19,646
Teton County	WY	18,251

APPENDIX C: FREQUENTLY ASKED QUESTIONS ABOUT THE CITIZEN SURVEY DATABASE

What is in the citizen survey database?

NRC's database includes the results from citizen surveys conducted in over 500 jurisdictions in the United States. These are public opinion polls answered by hundreds of thousands of residents around the country. We have recorded, analyzed and stored responses to thousands of survey questions dealing with resident perceptions about the quality of community life and public trust and residents' report of their use of public facilities. Respondents to these surveys are intended to represent over 50 million Americans.

What kinds of questions are included?

Residents' ratings of the quality of virtually every kind of local government service are included – from police, fire and trash haul to animal control, planning and cemeteries. Many dimensions of quality of life are included such as feeling of safety and opportunities for dining, recreation and shopping as well as ratings of the overall quality of community life and community as a place to raise children and retire.

What is so unique about National Research Center's Citizen Survey database?

It is the only database of its size that contains the people's perceptions about government service delivery and quality of life. For example, others use government statistics about crime to deduce the quality of police services or speed of pot hole repair to draw conclusions about the quality of street maintenance. Only National Research Center's database adds the opinion of service recipients themselves to the service quality equation. We believe that conclusions about service or community quality are made prematurely if opinions of the community's residents themselves are missing.

What is the database used for?

Benchmarking. Our clients use the comparative information in the database to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We don't know what is small or tall without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. So many surveys of service satisfaction turn up at least "good" citizen evaluations that we 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. We need to ask more important and harder questions. We need to know how our residents' ratings of fire service compare to opinions about fire service in other communities.

So what if we find that our public opinions are better or – for that matter – worse than opinions in other communities? What does it mean?

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 its clients believe services are not very good compared to ratings received by objectively “worse” departments.

National Research Center’s database can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data from National Research Center’s database, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data to help managers know how to respond to comparative results.

Aren’t comparisons of questions from different surveys like comparing apples and oranges?

It is true that you can’t simply take a given result from one survey and compare it to the result from a different survey. National Research Center, Inc. principals have pioneered and reported their methods for converting all survey responses to the same scale. Because scales responses will differ among types of survey questions, National Research Center, Inc. statisticians have developed statistical algorithms, which adjust question results based on many characteristics of the question, its scale and the survey methods. All results are then converted to the PTM (percent to maximum) scale with a minimum score of 0 (equaling the lowest possible rating) to a maximum score of 100 (equaling the highest possible rating). We then can provide a norm that not only controls for question differences, but also controls for differences in types of survey methods. This way we put all questions on the same scale and a norm can be offered for communities of given sizes or in various regions.

How can managers trust the comparability of results?

Principals of National Research Center, Inc. have submitted their work to peer reviewed scholarly journals where its publication fully describes the rigor of our methods and the quality of our findings. We have published articles in *Public Administration Review*, *Journal of Policy Analysis and Management and Governing*, and we wrote a book, *Citizen Surveys: How to do them, how to use them, what they mean*, that describes in detail how survey responses can be adjusted to provide fair comparisons for ratings among many jurisdictions. Our work on calculating national norms 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.