



2024 Community Survey Study Session

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www.cityofpaloalto.org

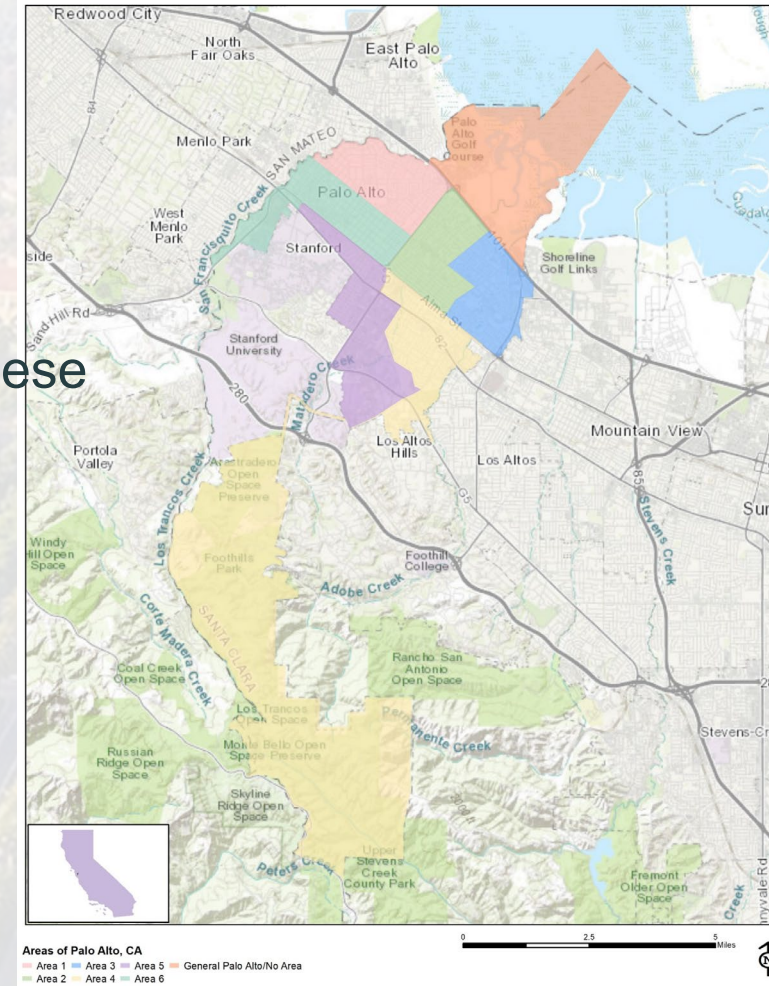


Results for Palo Alto, CA Community Survey 2024



Survey Methodology

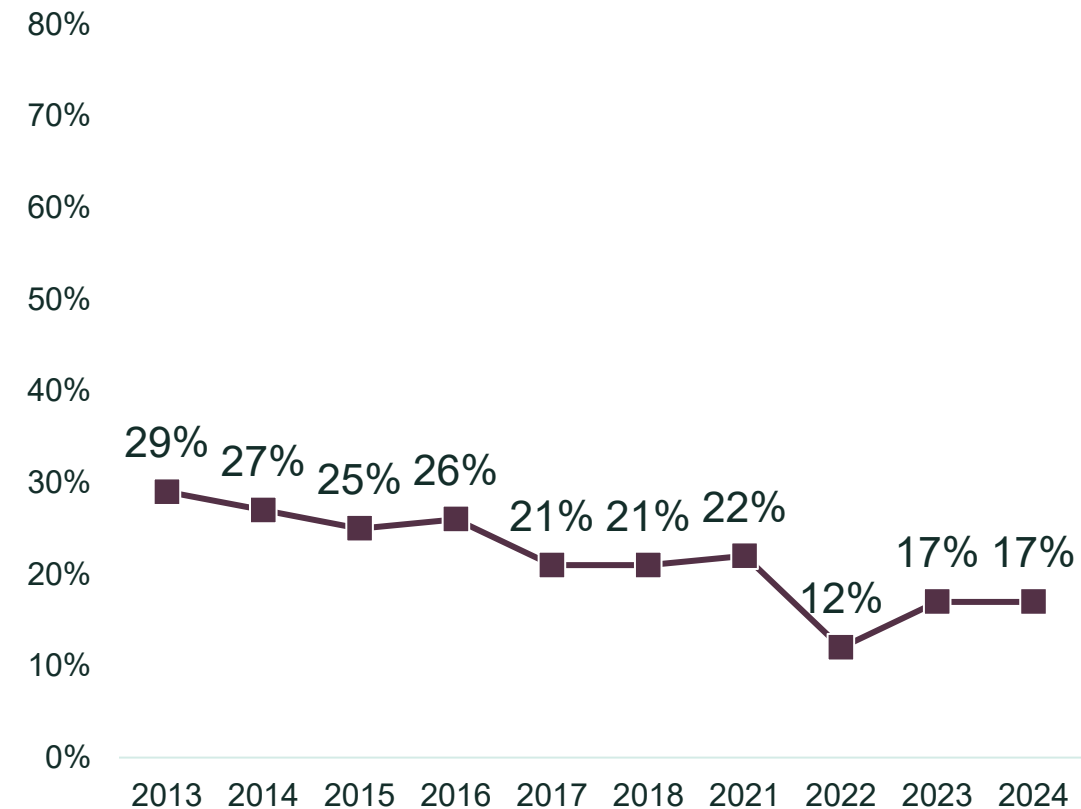
- 20th time conducting the Palo Alto Community Survey
- Survey conducted from August 19 to October 21, 2024
- Probability-based sample of 3,600 households
 - All households received 3 mailings
 - Online survey available in English, Spanish, and Simplified Chinese
 - Results grouped by 6 areas.
- 585 total responses received; 17% overall response rate
 - 3 surveys completed in Simplified Chinese
 - 2023: 603 responses, 17% response rate
- Results statistically weighted to reflect Palo Alto overall
- 95% confidence interval with a +/- 4% margin of error
- Non-probability, open-participation sample: 727 responses
 - 2023: 93 responses



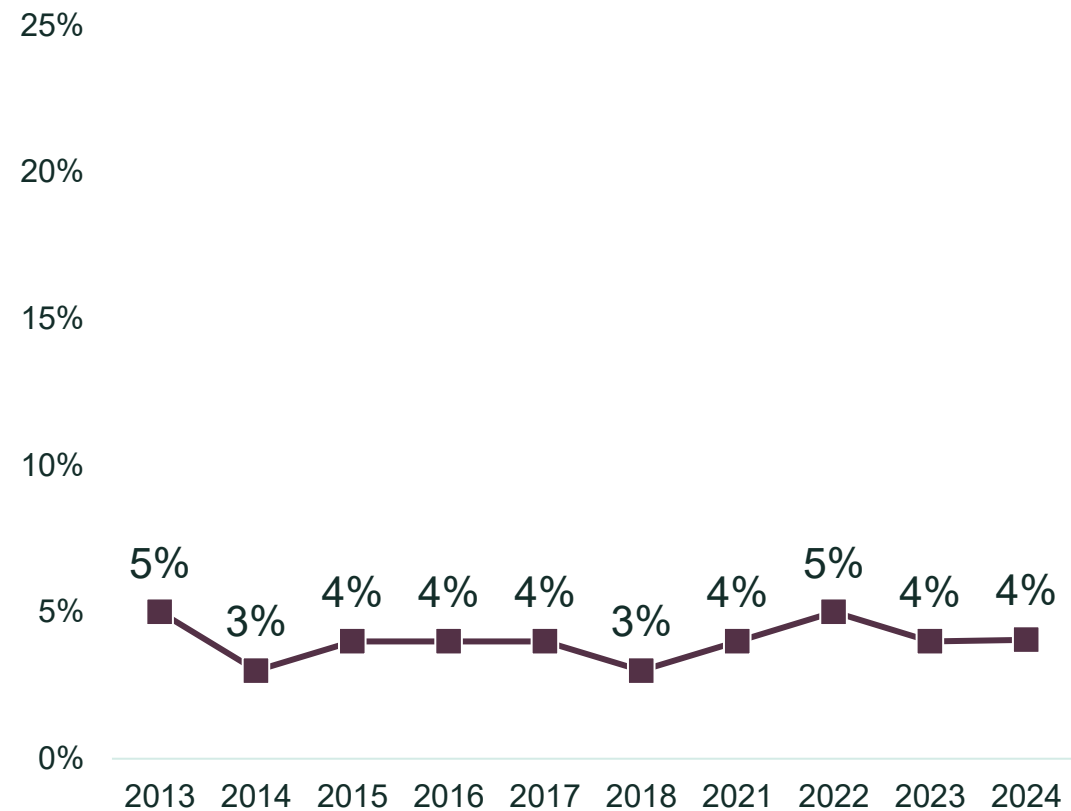
Response Rate and Margin of Error Over Time



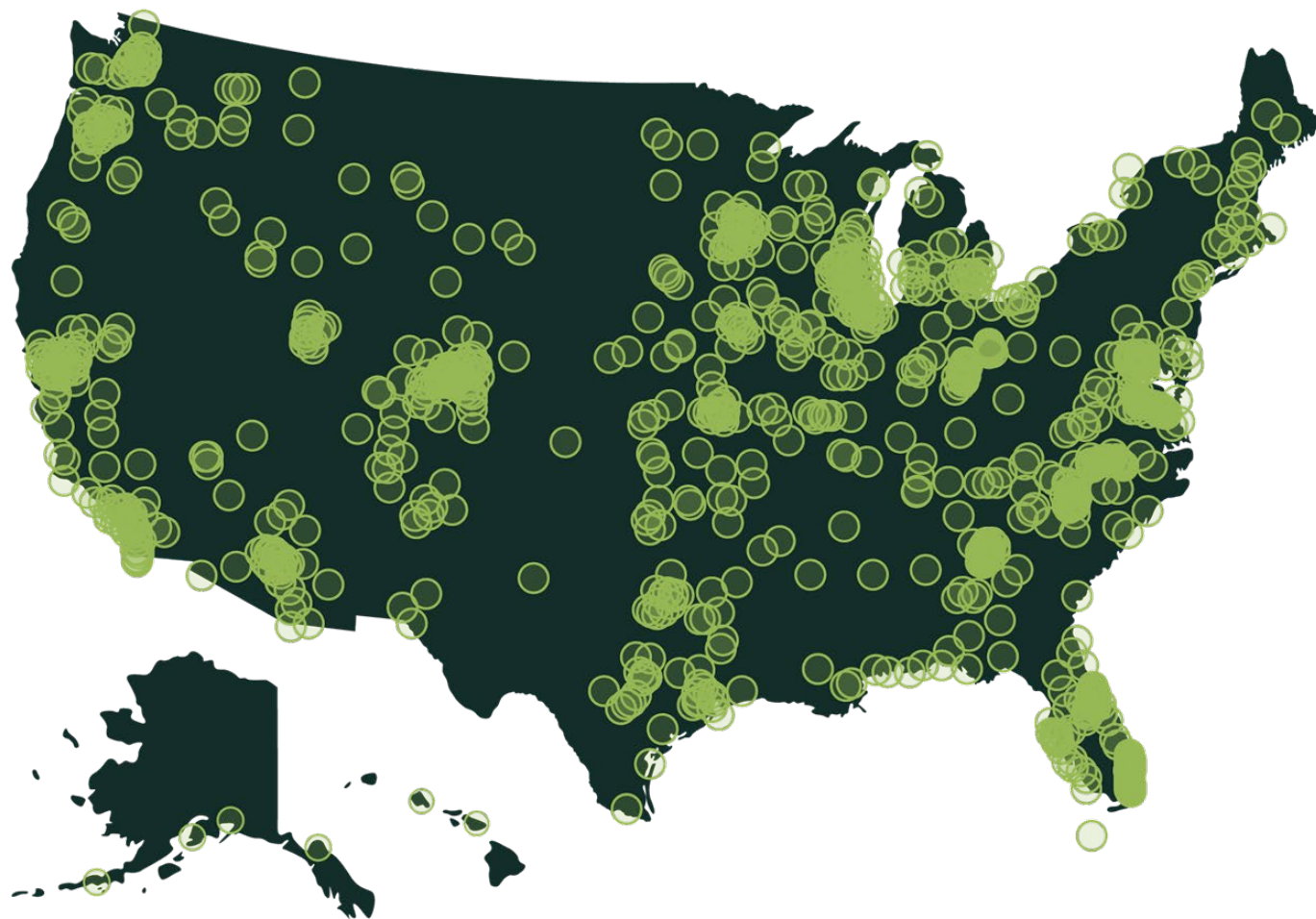
Response Rate



Margin of Error

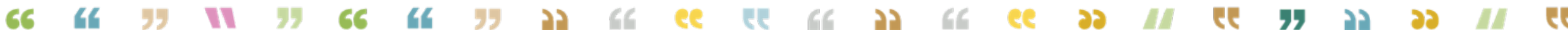


Polco's Benchmarking Database



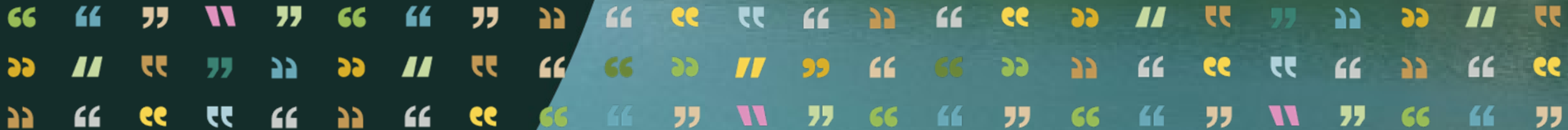
More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





Overview of Survey Results



Comparisons to National Benchmarks



Comparisons to Previous Survey Year





Key Findings





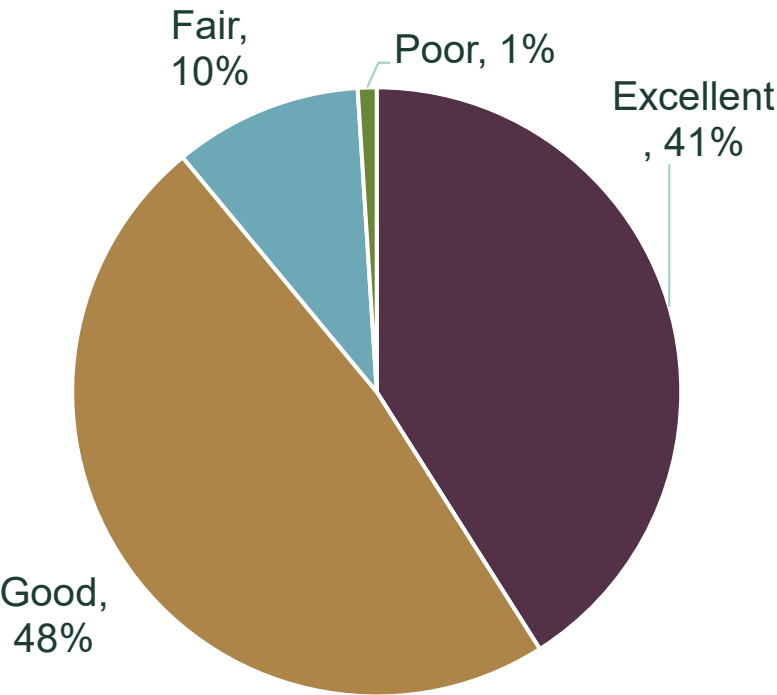
**Palo Alto residents
continue to rate
their quality of life
highly.**



Quality of Life in Palo Alto



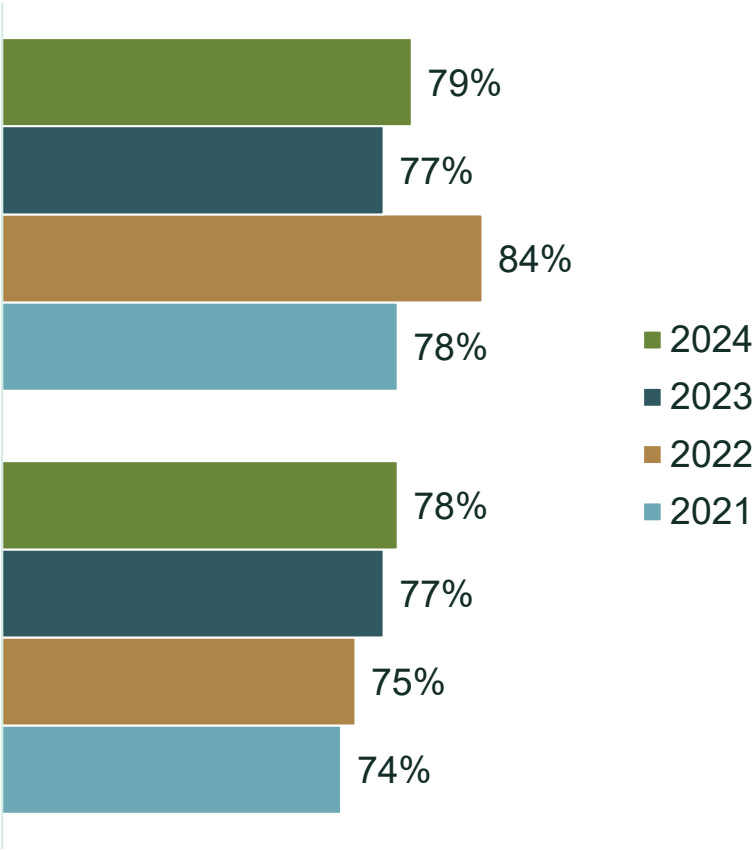
Quality of Life



Quality of Life Measures

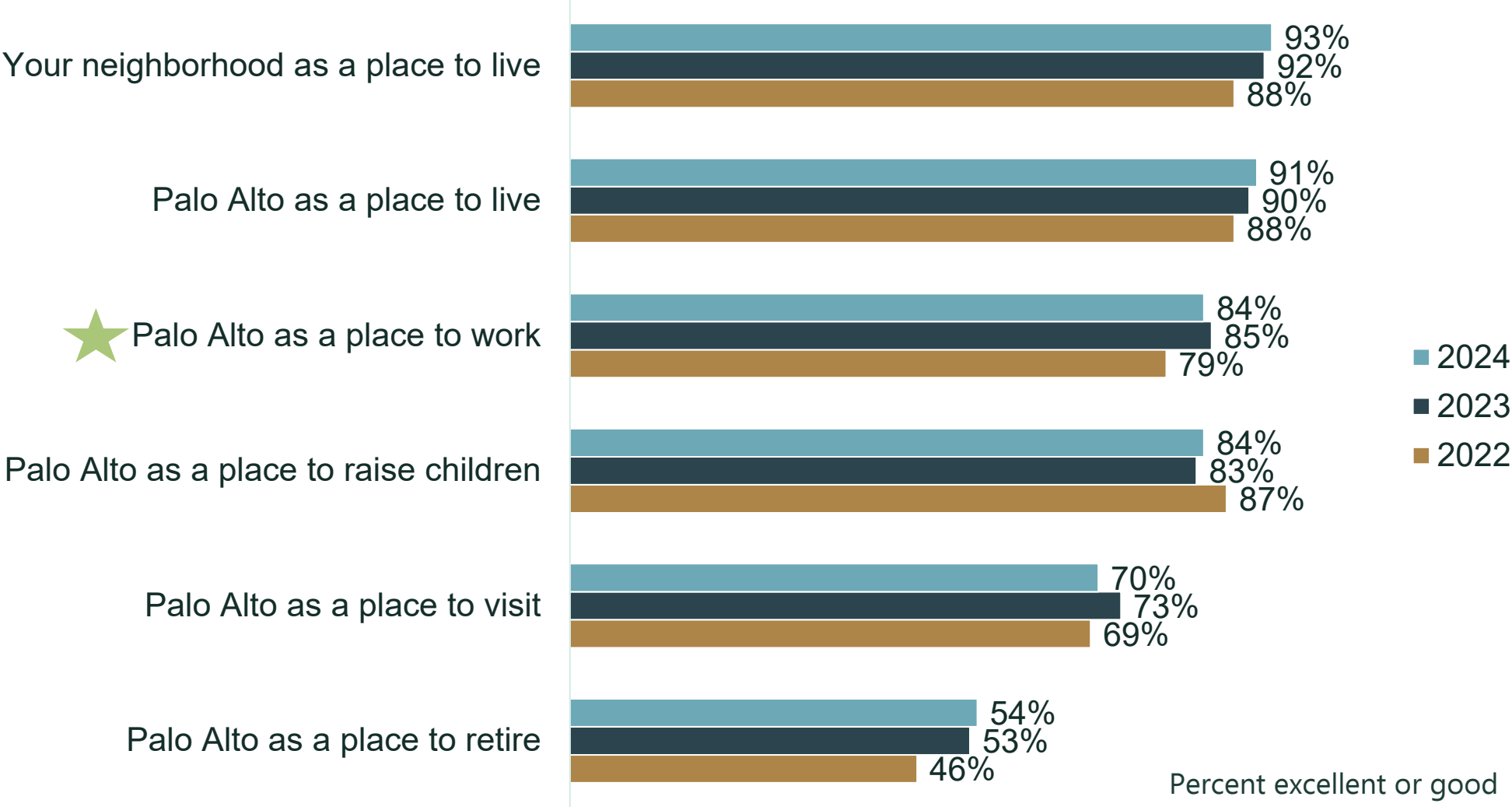
Remain in Palo Alto for the next five years

Recommend living in Palo Alto to someone who asks



Percent excellent or good

Other Aspects of Quality of Life



Aspects of Quality of Life by Area

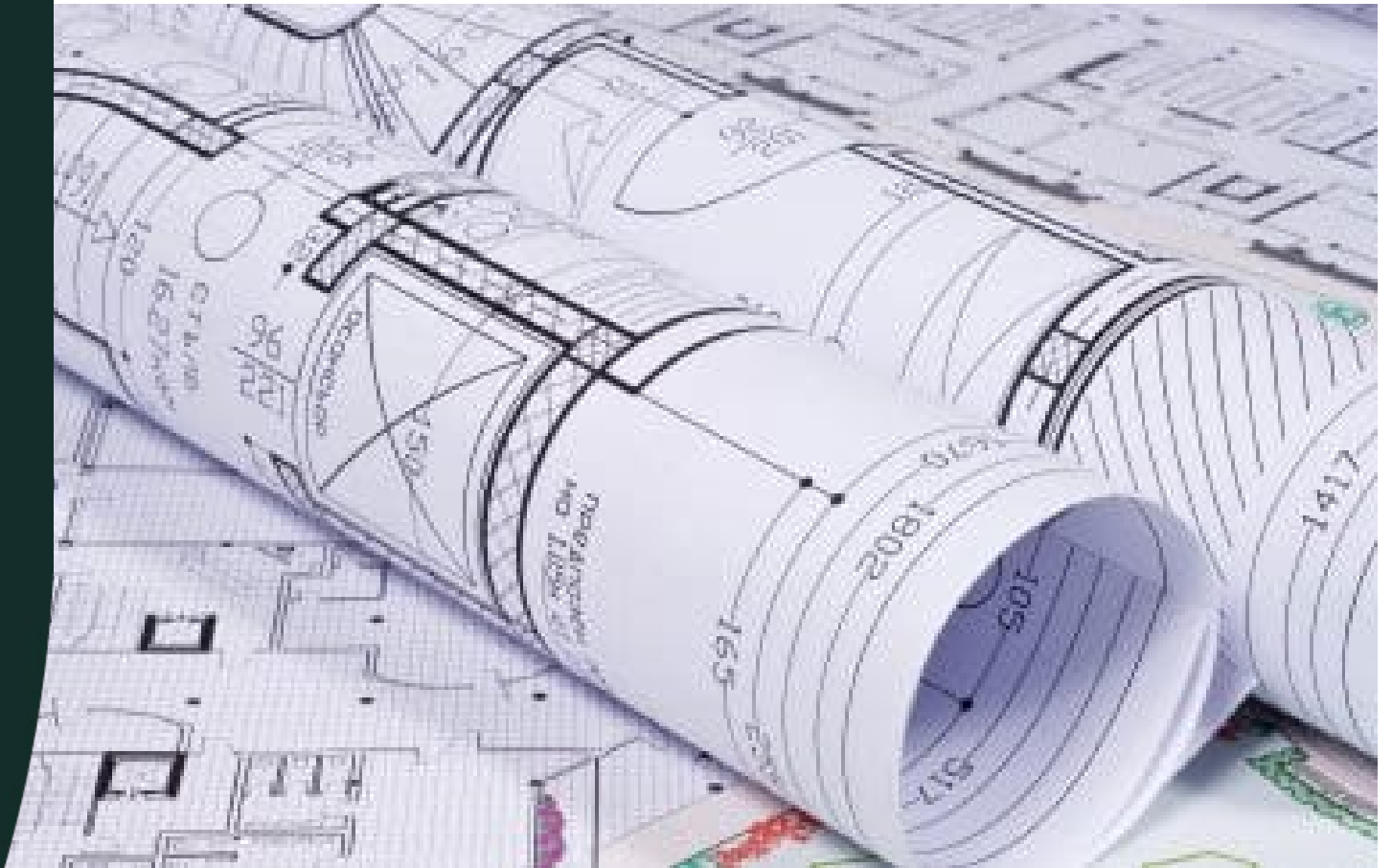


Question 1 - Demographic Subgroup Results

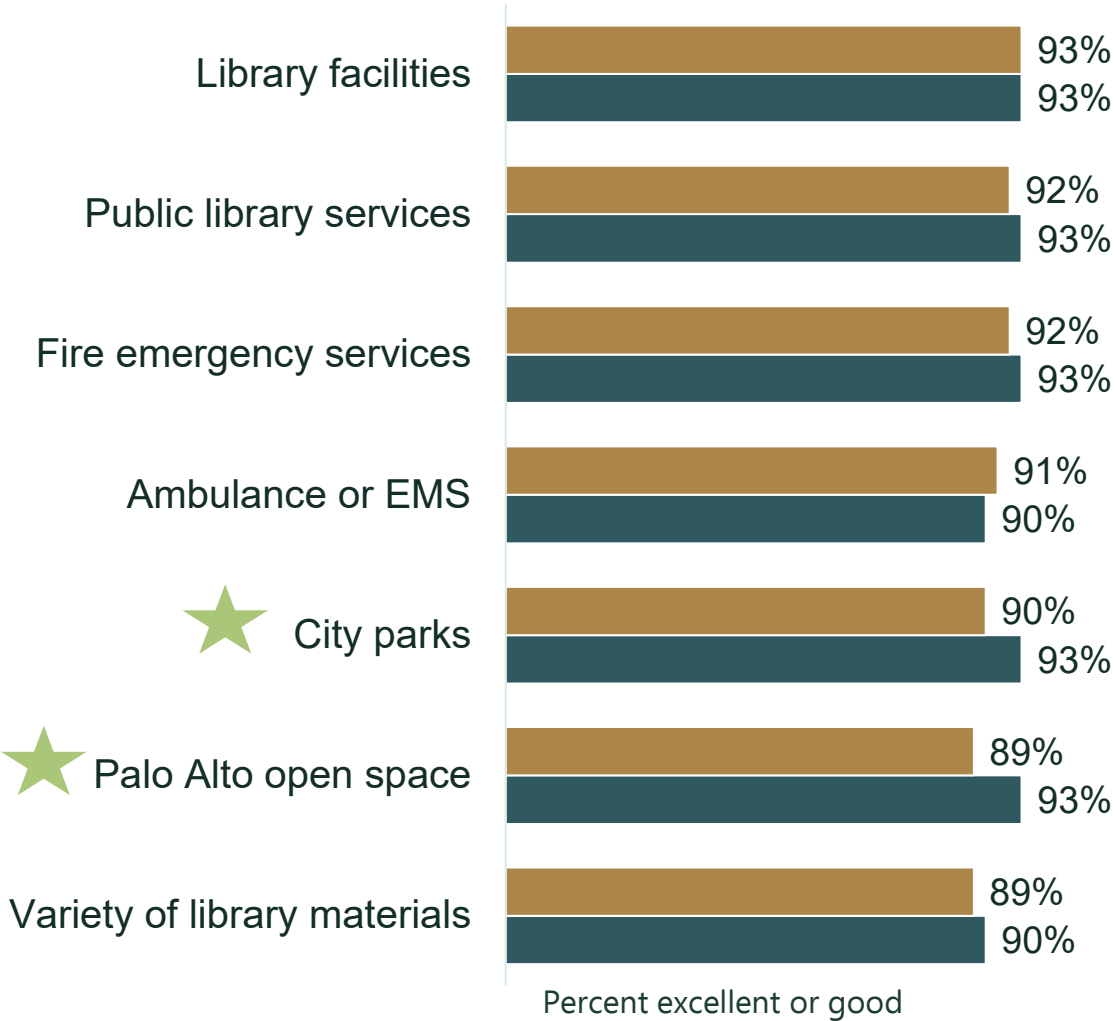
Percent rating "excellent" or "good"	Area						Overall (A)
	Area 1 (A)	Area 2 (B)	Area 3 (C)	Area 4 (D)	Area 5 (E)	Area 6 (F)	
Palo Alto as a place to live	91%	91%	86%	94%	94%	91%	91%
Your neighborhood as a place to live	90%	92%	89%	96% C	89%	95%	93%
Palo Alto as a place to raise children	87%	82%	86%	86%	76%	82%	84%
Palo Alto as a place to work	79%	81%	76%	89% C	83%	89% C	84%
Palo Alto as a place to visit	62%	68%	76%	78% A	65%	68%	70%
Palo Alto as a place to retire	52%	38%	59% B	59% B	63% B	59% B	54%
The overall quality of life in Palo Alto	85%	87%	83%	92%	91%	91%	89%



While residents were very satisfied with many City services, there are areas for improvement.

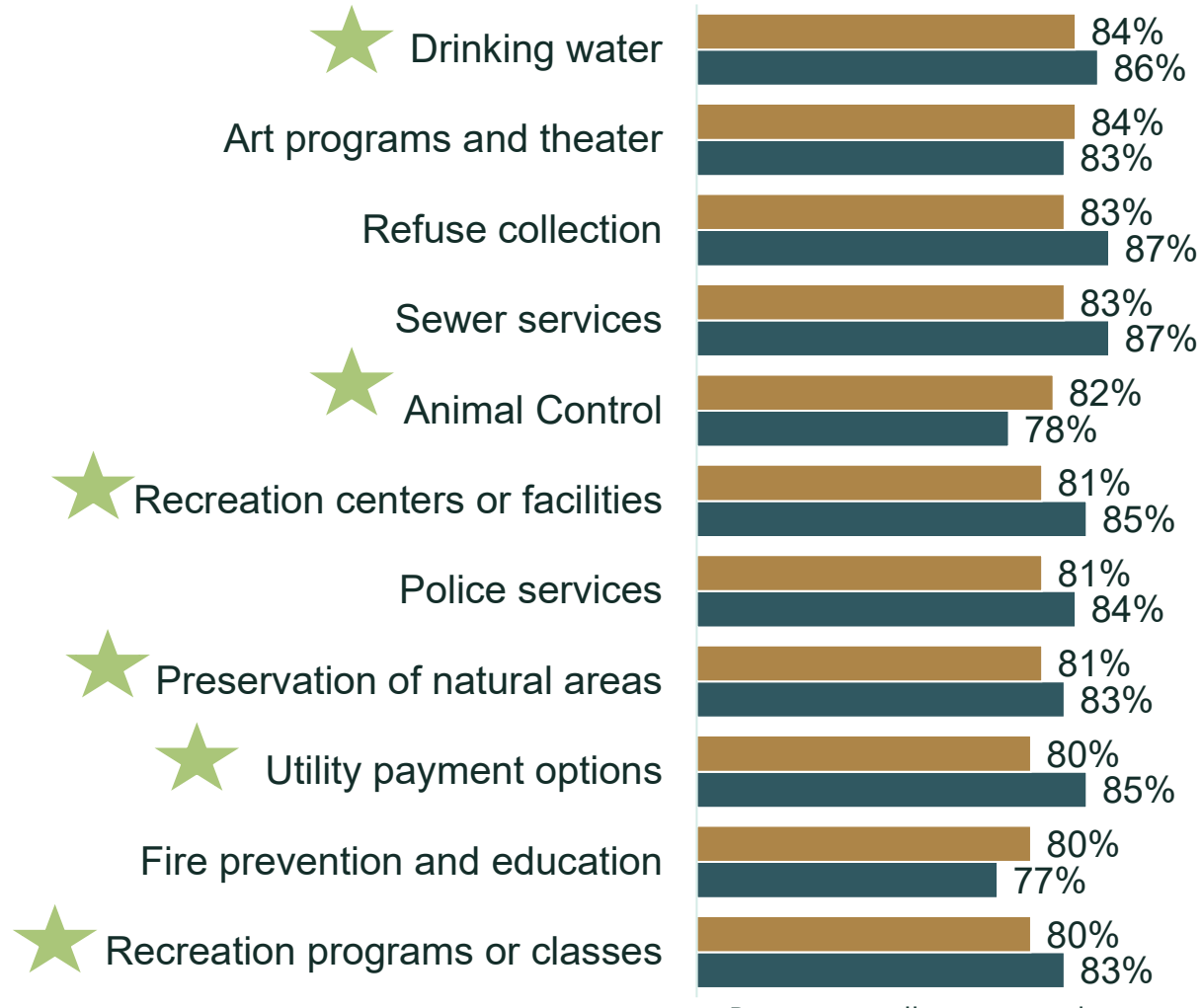


Top-rated City Services



■ 2024 ■ 2023

★ Higher than national benchmarks



■ 2024 ■ 2023

City Services by Area



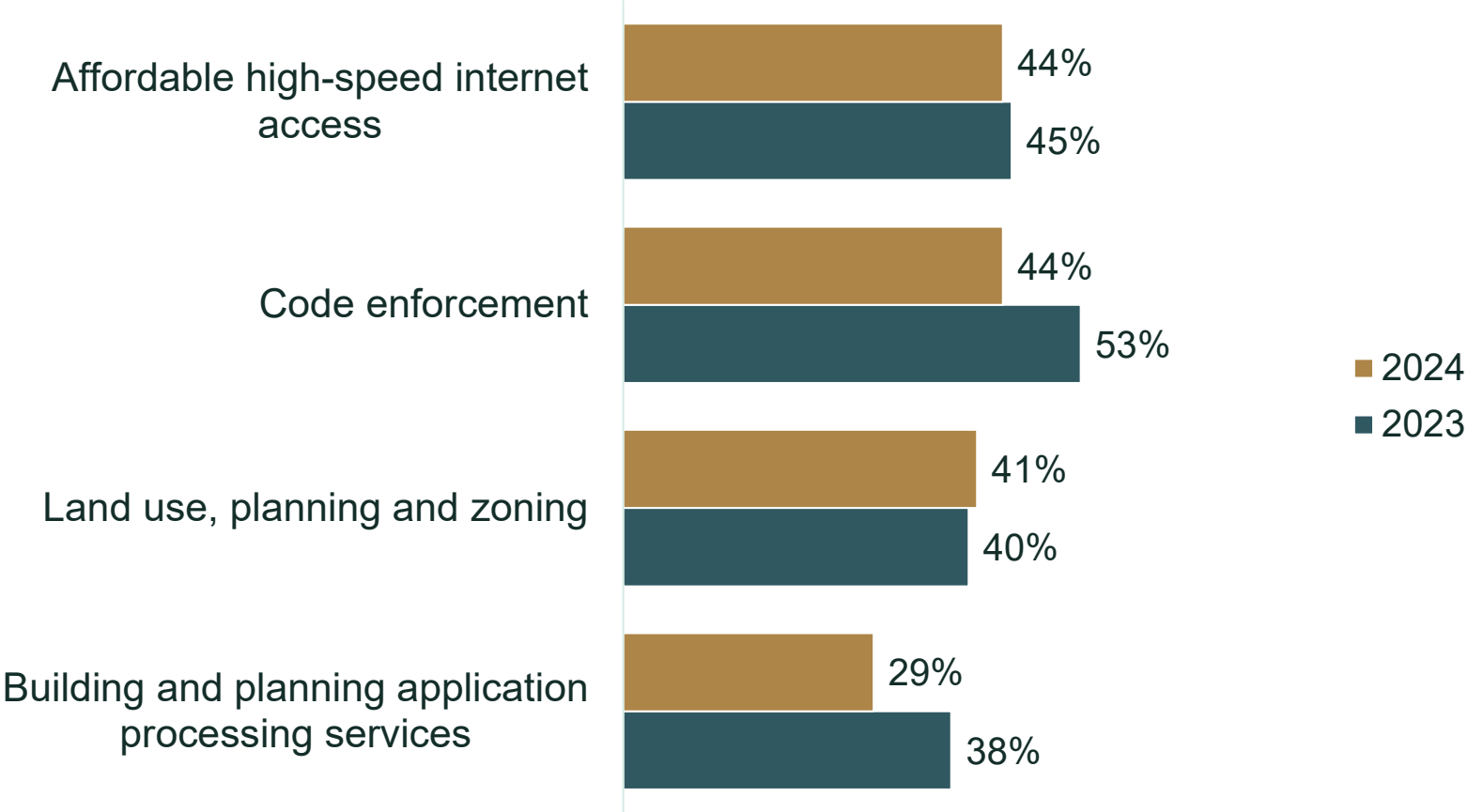
Question 10 - Demographic Subgroup Results

Percent rating "excellent" or "good"	Area						Overall (A)
	Area 1 (A)	Area 2 (B)	Area 3 (C)	Area 4 (D)	Area 5 (E)	Area 6 (F)	
Traffic signal timing	63%	57%	49%	64% C	50%	56%	57%
Utility payment options	68%	81% A	74%	78%	94% A C D	87% A C	80%
Police services	81%	73%	77%	85%	90% B	85% B	81%
Fire emergency services	84%	92%	98% A	89%	96%	93%	92%
Palo Alto open space (e.g Foothills, Baylands)	83%	88%	89%	90%	86%	94% A	89%
Public library services (e.g., hold requests, storytimes, teen events, bookclubs)	90%	92%	93%	98% F	95%	86%	92%
Art programs and theater	85%	75%	85%	87% B	87%	89% B	84%

Lower-rated City Services



Aspects of Utility Services



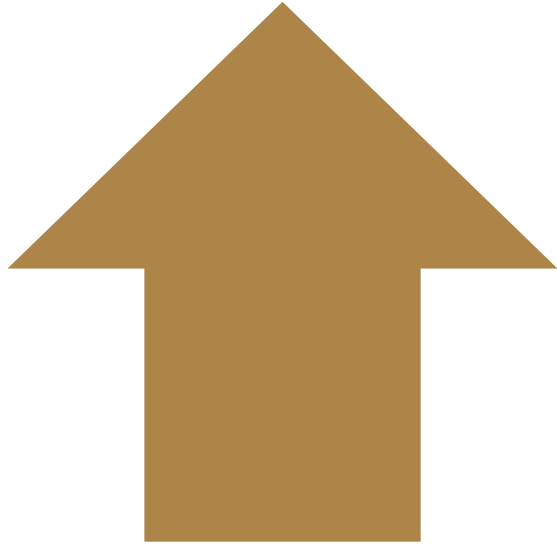
Lower-rated City Services by Area



Question 10 - Demographic Subgroup Results

Percent rating "excellent" or "good"	Area						Overall (A)
	Area 1 (A)	Area 2 (B)	Area 3 (C)	Area 4 (D)	Area 5 (E)	Area 6 (F)	
Land use, planning, and zoning	32%	43%	30%	48% C	58% A C F	39%	41%
Code enforcement (weeds, abandoned buildings, etc.)	34%	46%	35%	44%	55%	48%	44%
Building and planning application processing services	13%	30%	23%	41% A E	21%	35% A	29%
Affordable high-speed internet access	36%	45%	47%	50%	49%	40%	44%

Service Ratings Changes Over Time



Increased since 2023:

- Street repair



Decreased since 2023:

- Building and planning application processing services
- Code enforcement
- Traffic enforcement
- Traffic signal timing
- Sidewalk maintenance
- Electric utility

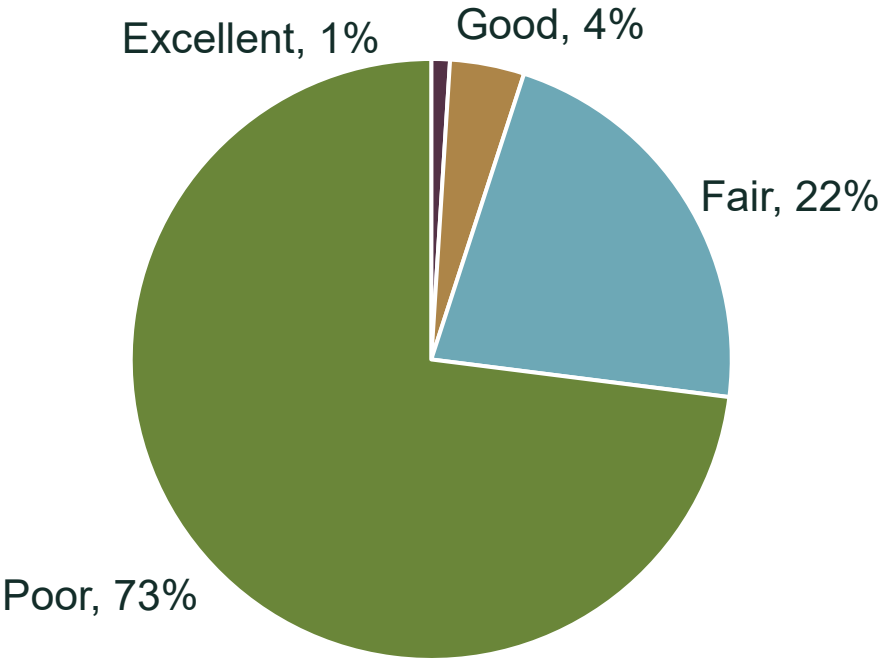


Issues related to affordable housing and cost of living remain a concern for residents.

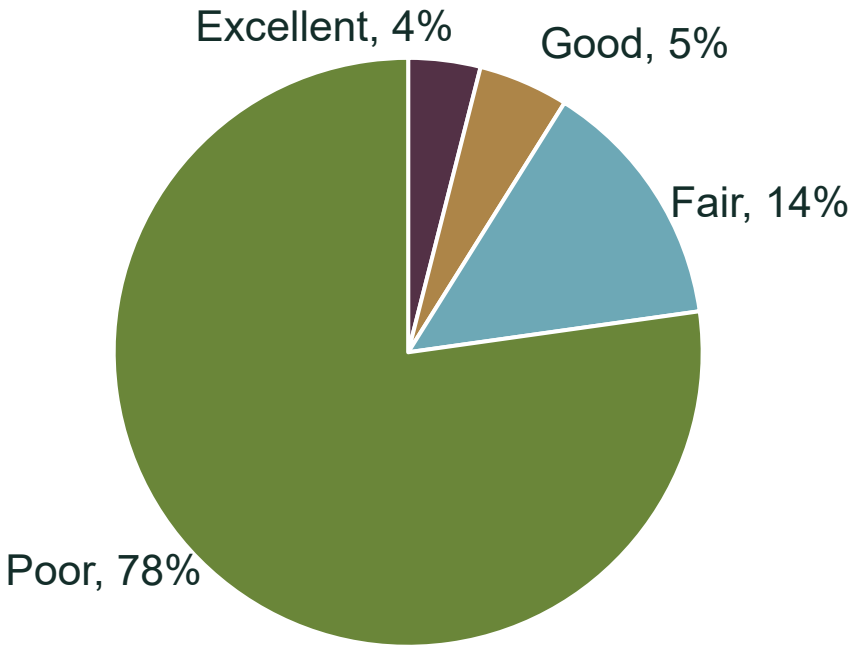




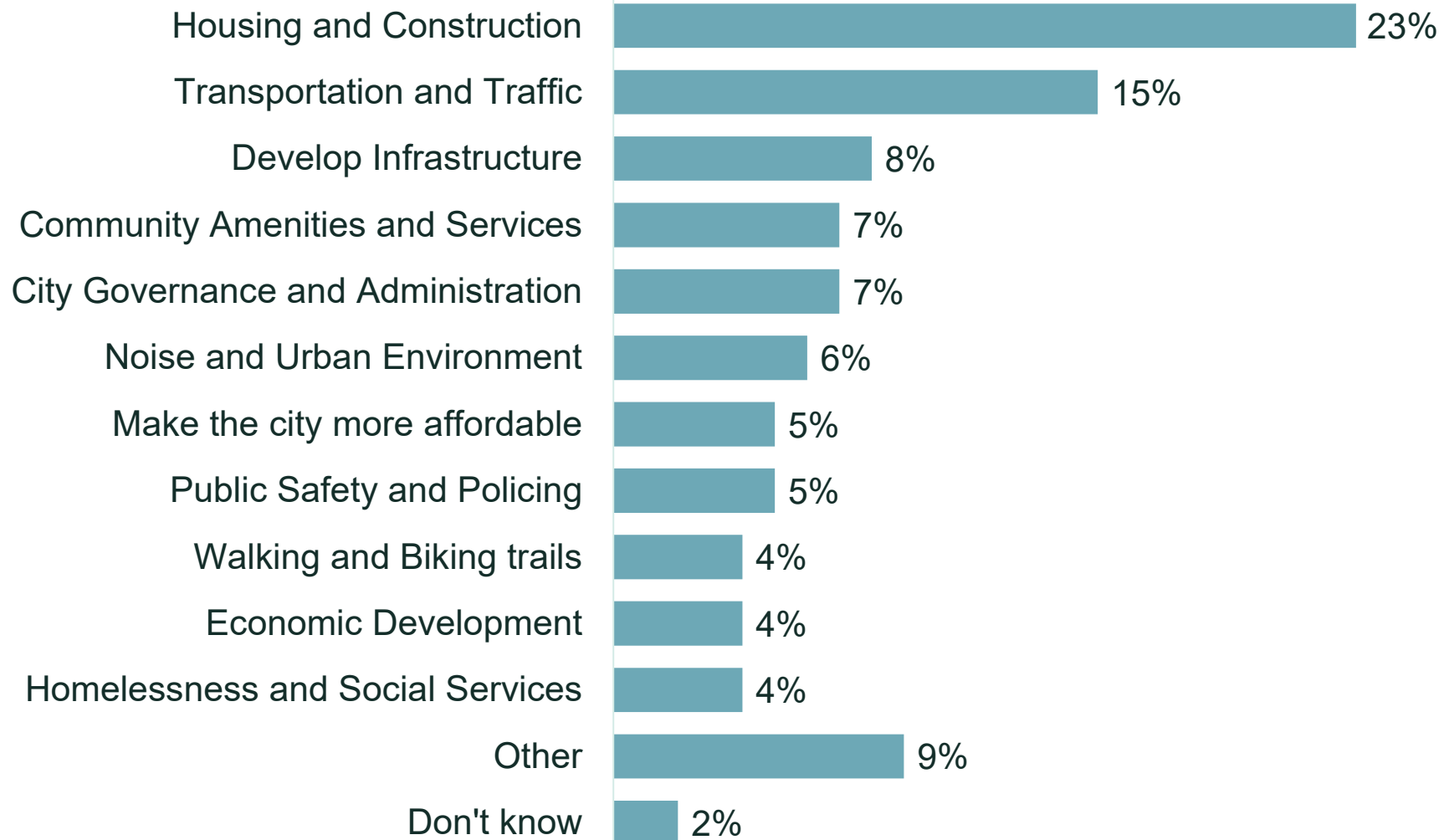
Cost of Living



Availability of Affordable Quality Housing



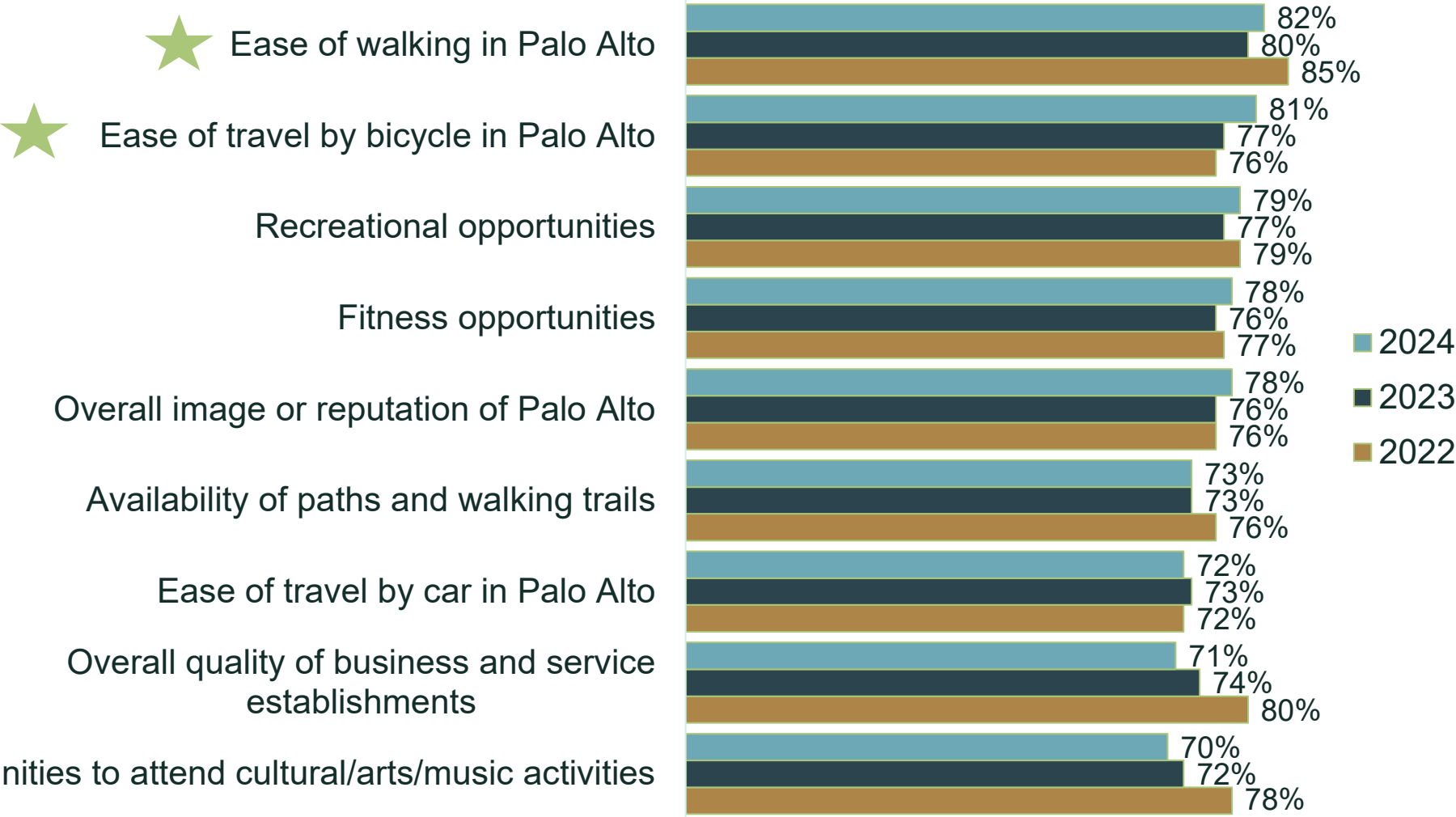
Top of Mind – Changes to the city



Top Community Characteristics



Community Characteristics



Percent excellent or good

★ Higher than national benchmarks

Community Characteristics by Area



Question 5 - Demographic Subgroup Results

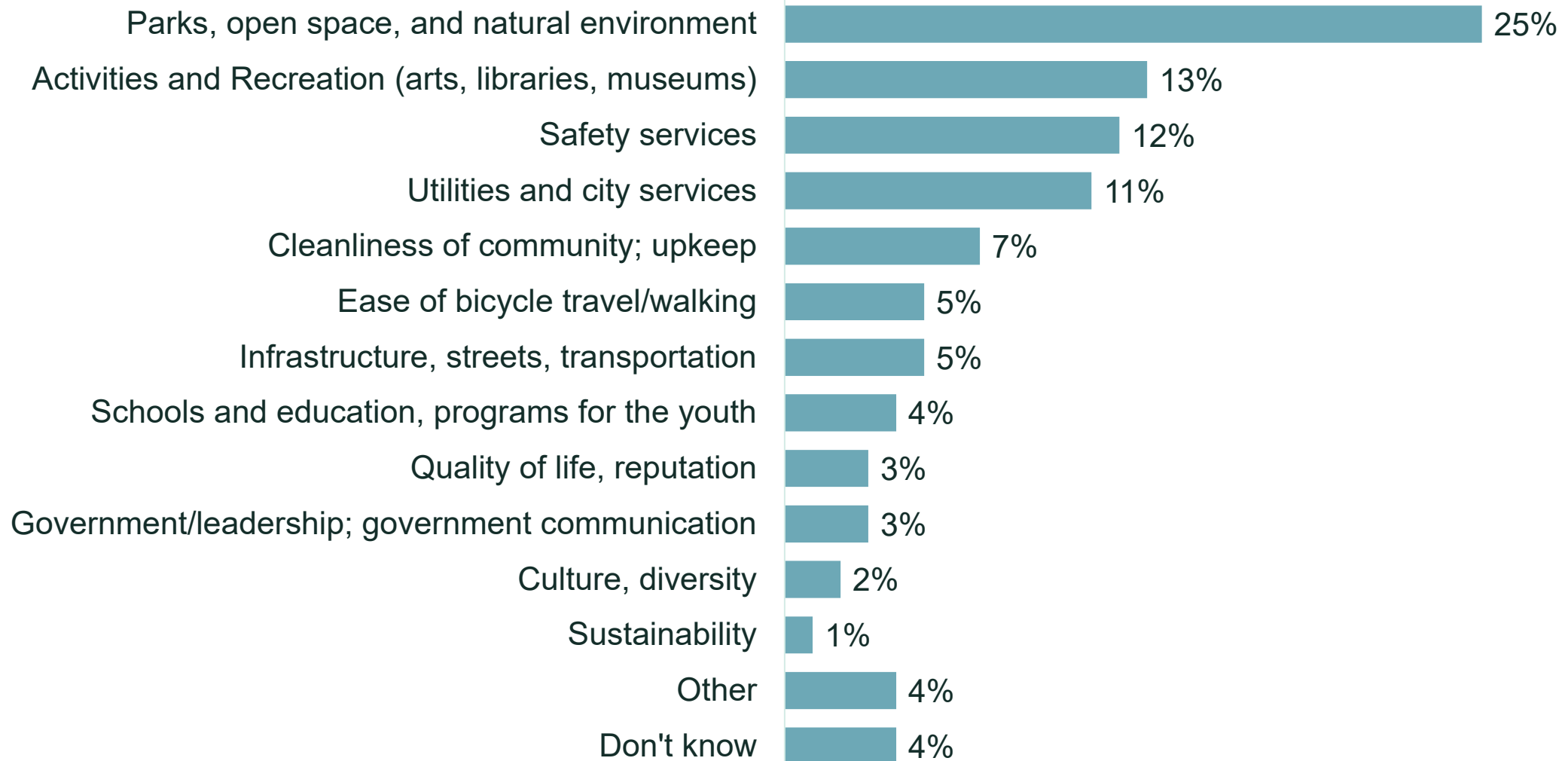
Percent rating "excellent" or "good"	Area						Overall (A)
	Area 1 (A)	Area 2 (B)	Area 3 (C)	Area 4 (D)	Area 5 (E)	Area 6 (F)	
Overall quality of business and service establishments in Palo Alto	68%	67%	71%	77%	82% B F	68%	71%
Overall image or reputation of Palo Alto	80%	70%	81%	84% B	84% B	76%	78%
Ease of walking in Palo Alto	74%	84%	75%	88% A C	77%	86% A C	82%
Opportunities to attend cultural/arts/music activities	71%	64%	62%	77% B C	77%	71%	70%



Parks, open space,
and natural
environment
topped the rank of
things that the
City does well.



Top of Mind – Thing the city does well



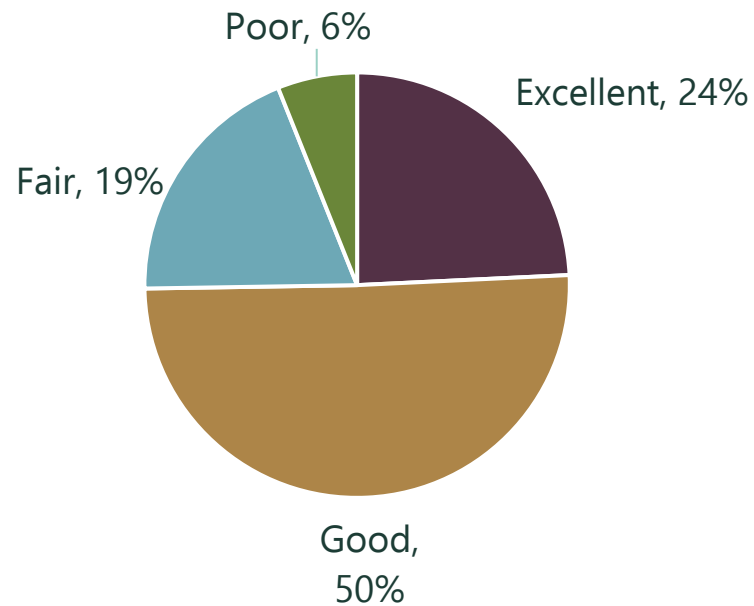


Ratings for Palo Alto government performance remain strong.

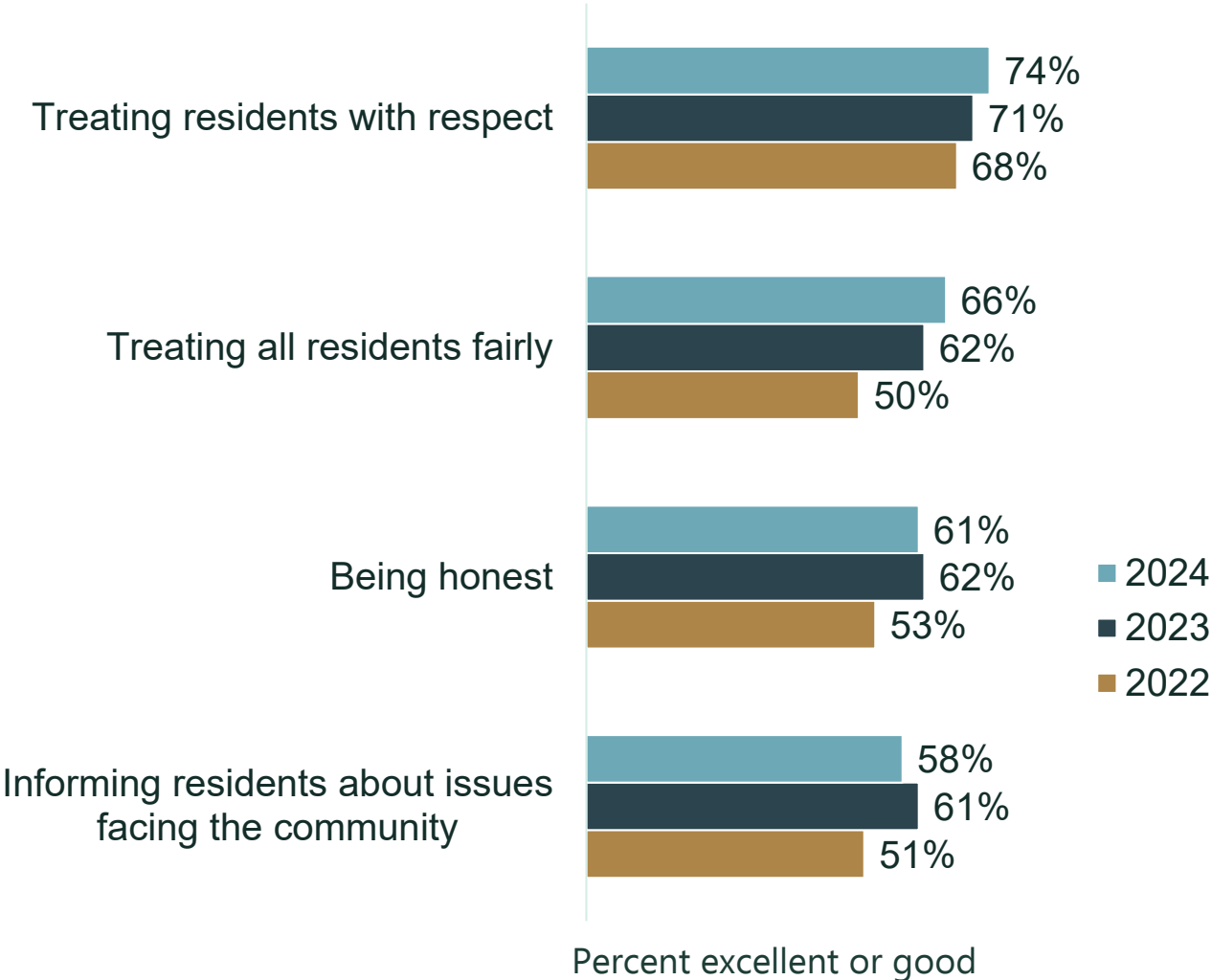




Treating Residents with Respect

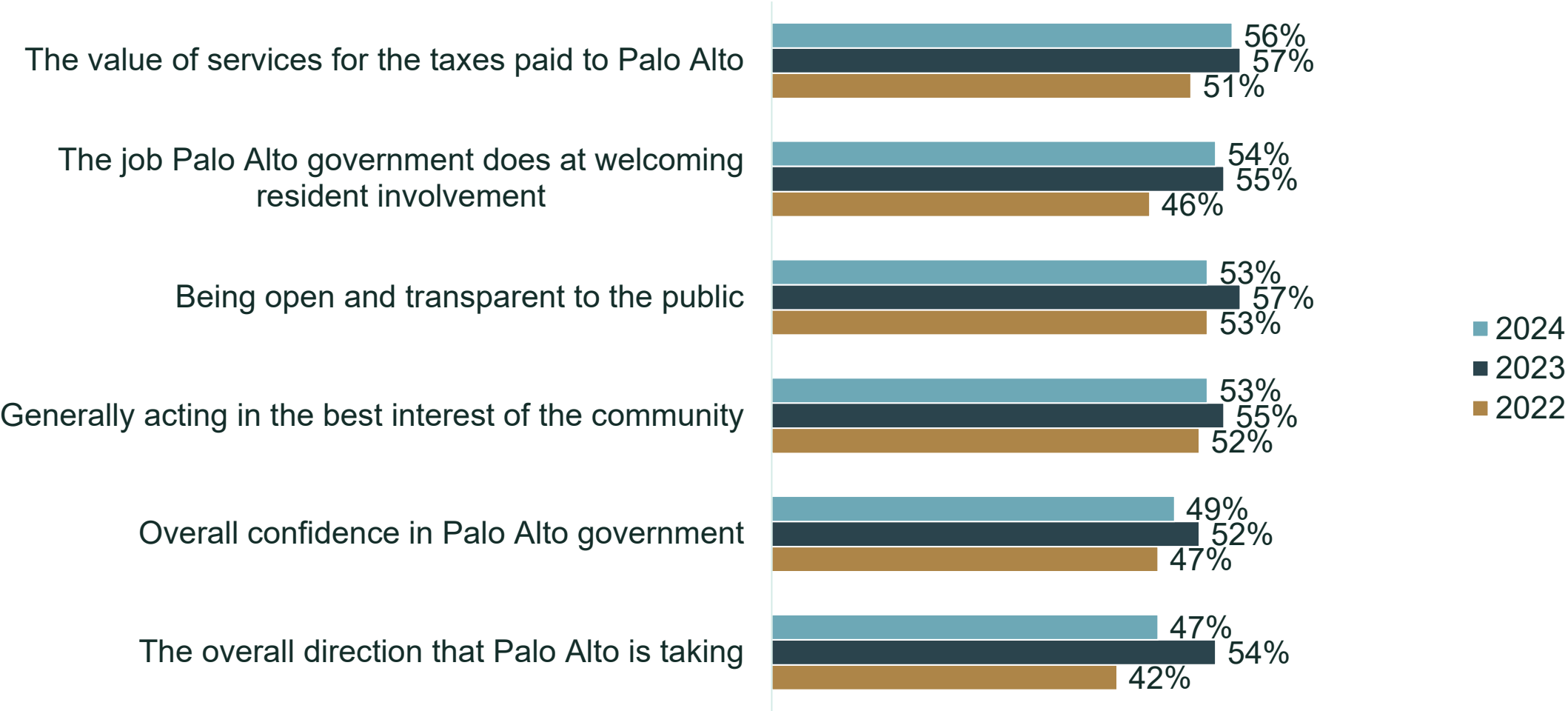


Aspects of Government Performance





Aspects of Government Performance



Percent excellent or good



Question 8 - Demographic Subgroup Results

Percent "excellent" or "good".	Area						Overall (A)
	Area 1 (A)	Area 2 (B)	Area 3 (C)	Area 4 (D)	Area 5 (E)	Area 6 (F)	
The value of services for the taxes paid to Palo Alto	57%	54%	51%	59%	54%	58%	56%
The overall direction that Palo Alto is taking	46%	42%	43%	57% B F	57%	42%	47%
The job <u>Palo</u> Alto government does at welcoming resident involvement	49%	54%	44%	66% C	55%	53%	54%
Overall confidence in Palo Alto government	45%	46%	45%	57%	51%	49%	49%
Generally acting in the best interest of the community	52%	43%	53%	62% B	63% B	51%	53%
Being open and transparent to the public	53%	52%	50%	59%	48%	54%	53%



Summary of Key Findings

1. Palo Alto residents continue to rate their quality of life highly.
2. While residents were very satisfied with many City services, there are areas for improvement with planning, zoning and enforcement.
3. Issues related to affordable housing and cost of living remain a concern for residents.
4. Parks, open space, and natural environment topped the rank of things that City does well.
5. Ratings for Palo Alto government performance remain strong.



Questions?



Thank you!

