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CITY OF
PALO ALTO

Results for Palo Alto, CA Community Survey January 2023





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**

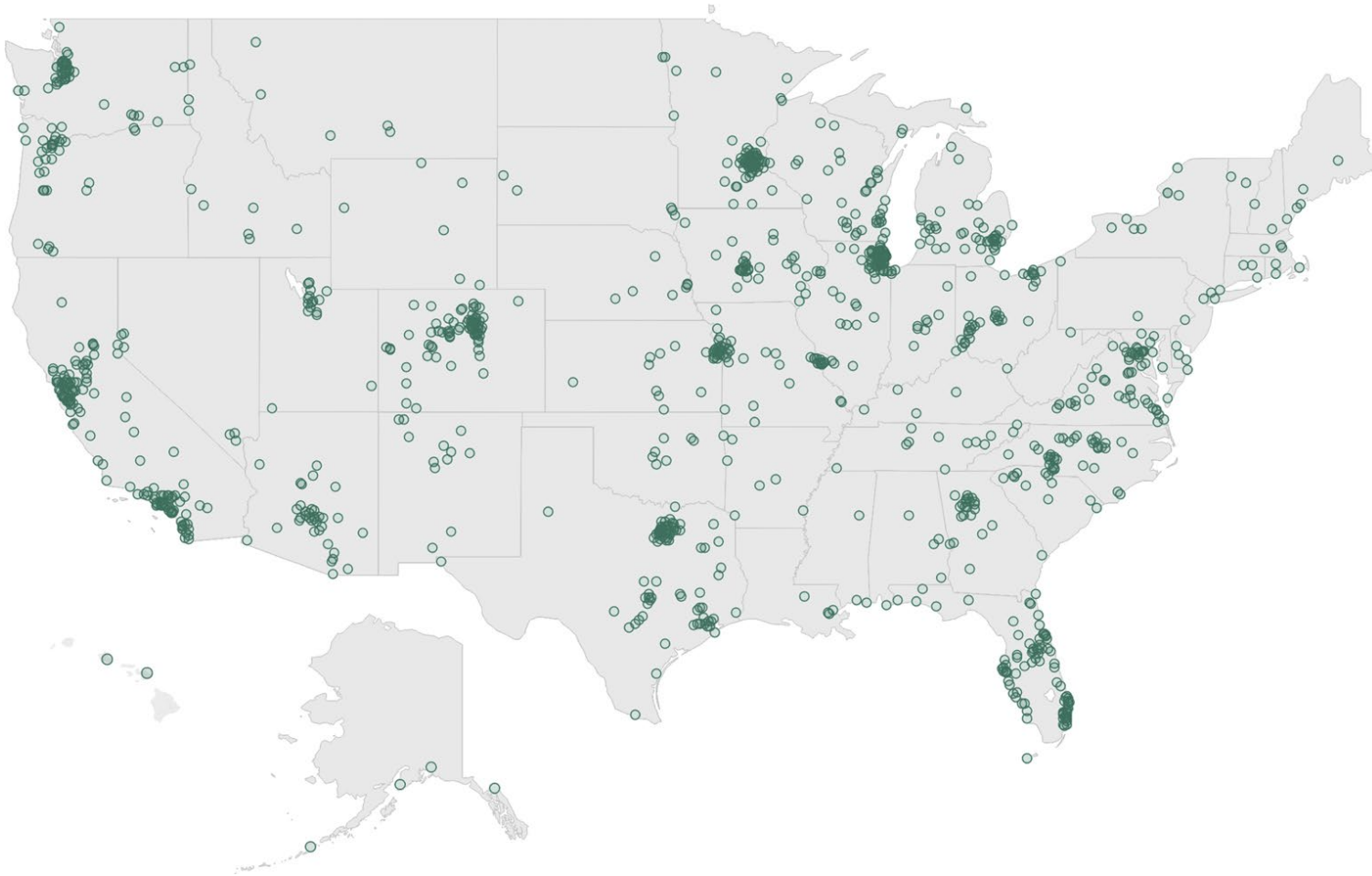


**Inform budget,
land use, strategic
planning
decisions**



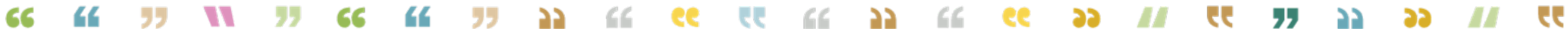
**Benchmarking to
other
communities**

Polco's Benchmarking Database



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

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



Survey Methodology

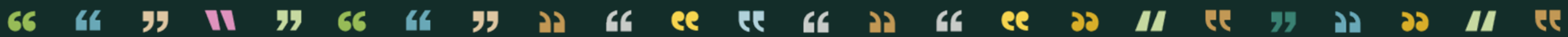
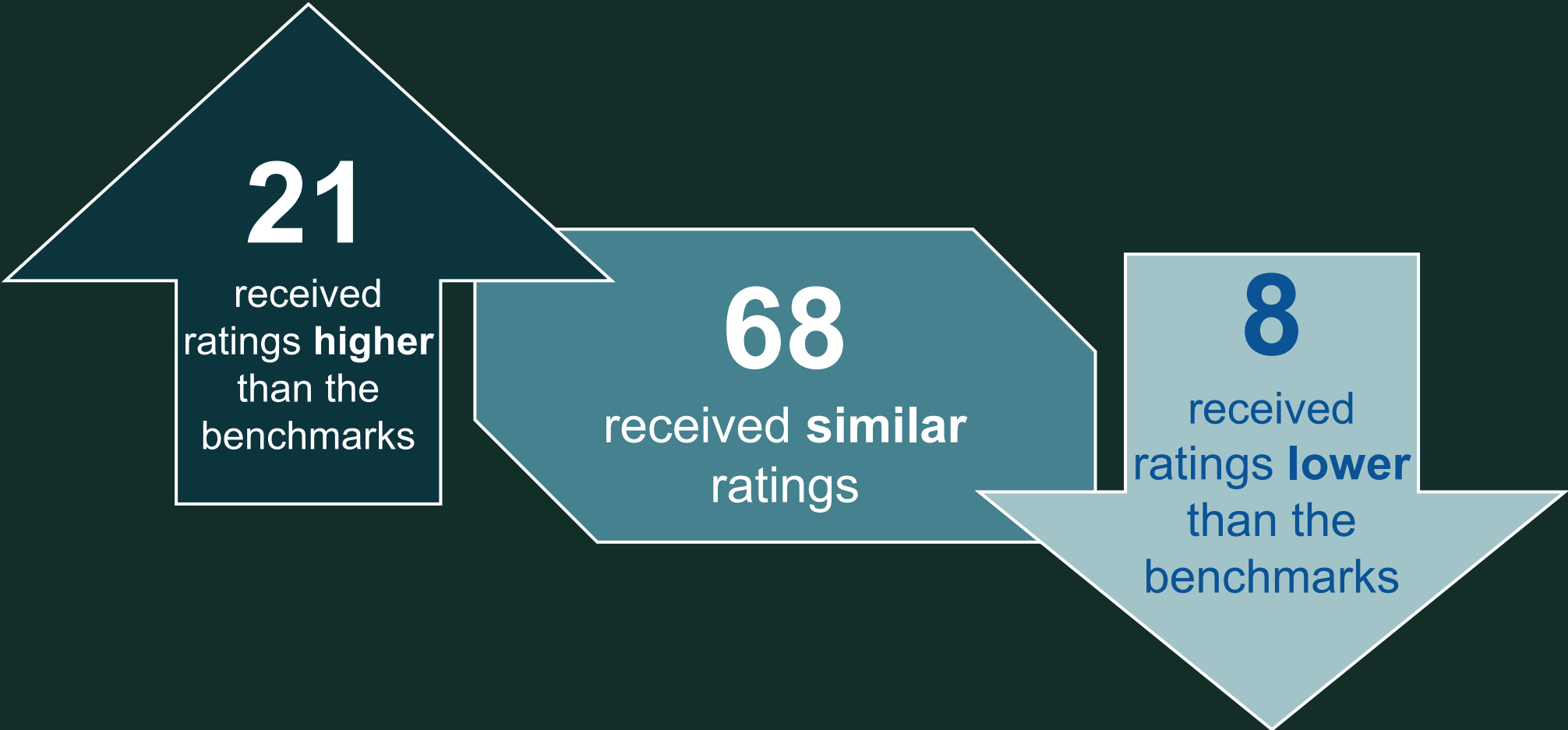
- 18th time conducting the Palo Alto Community Survey
 - Previous surveys in 2003-2018; 2020
- Survey conducted from October 26 to December 19, 2022
- “Hybrid” mailing approach employed:
 - Probability-based sample of 3,600 households
 - 1,800 postcard/web invite only; 1,800 paper surveys
- 398 total responses received (12% overall response rate)
 - 2020: 768 responses, 22% response rate
- Non-probability, open-participation sample: 116 responses
- Results statistically weighted to reflect Palo Alto overall
- 95% confidence interval with a +/- 5% margin of error

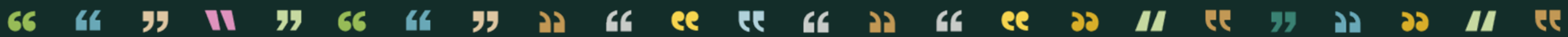


Overview of Survey Results



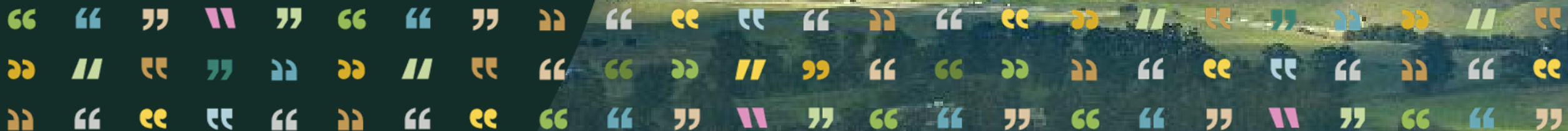
Comparisons to National Benchmarks







Key Findings



Key Finding #1:

**Residents rate
the quality of life
in Palo Alto
highly.**



Overall Community Quality



About

9 in 10

residents gave **excellent** or **good** ratings to:

- Palo Alto as a place to raise children
- Neighborhood as a place to live
- Overall quality of life in Palo Alto

Please rate each of the following aspects of quality of life in Palo Alto:	2022 rating compared to 2021
Palo Alto as a place to live	Similar
Your neighborhood as a place to live	Similar
Palo Alto as a place to raise children	Higher
Palo Alto as a place to work	Similar
Palo Alto as a place to visit	Similar
Palo Alto as a place to retire	Lower
The overall quality of life in Palo Alto	Similar

About 8 in 10 residents also:

- Gave favorable ratings to Palo Alto as a place to work
- Would recommend living in Palo Alto to someone who asks



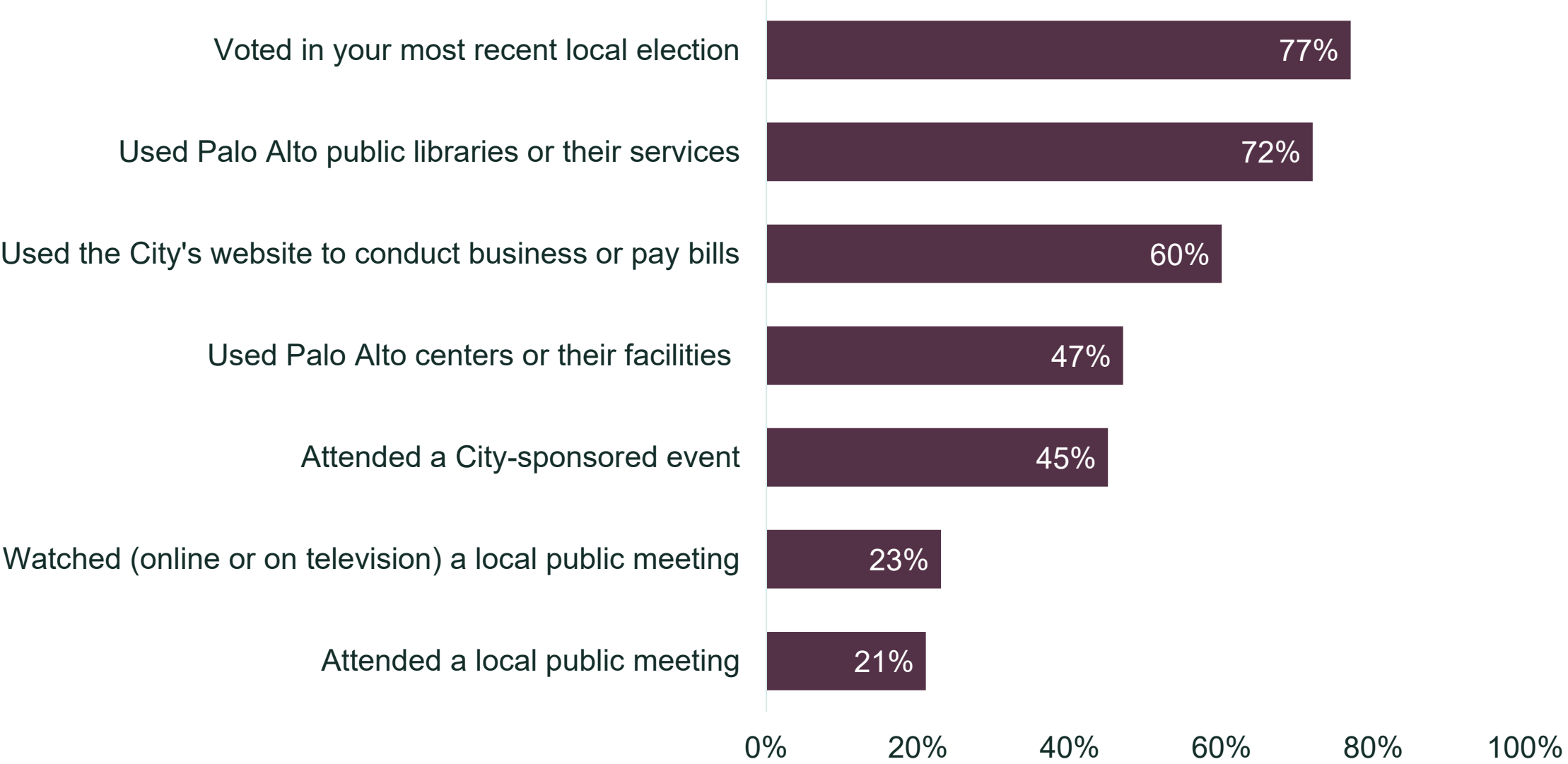
Higher than national benchmarks

Key Finding #2:

While residents value City services and events, civic participation has decreased.



Use of City Services & Civic Participation



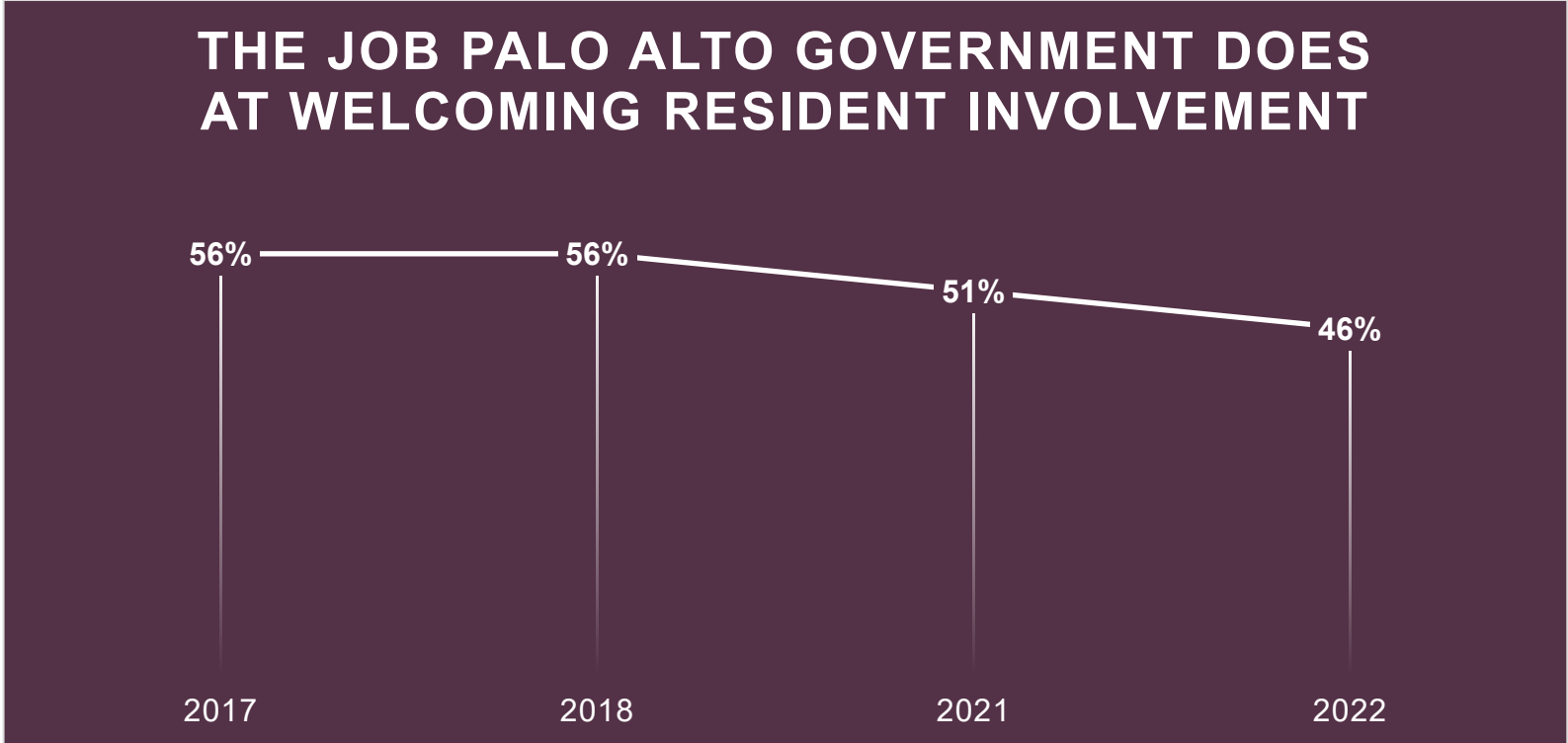
Percent that have done each in the past 12 months

Civic Engagement & Communication



58% ↑

Contacted the
City for help or
information



Percent that have done each in the past 12 months

Key Finding #3:

**Residents value
Palo Alto's
natural
environment.**

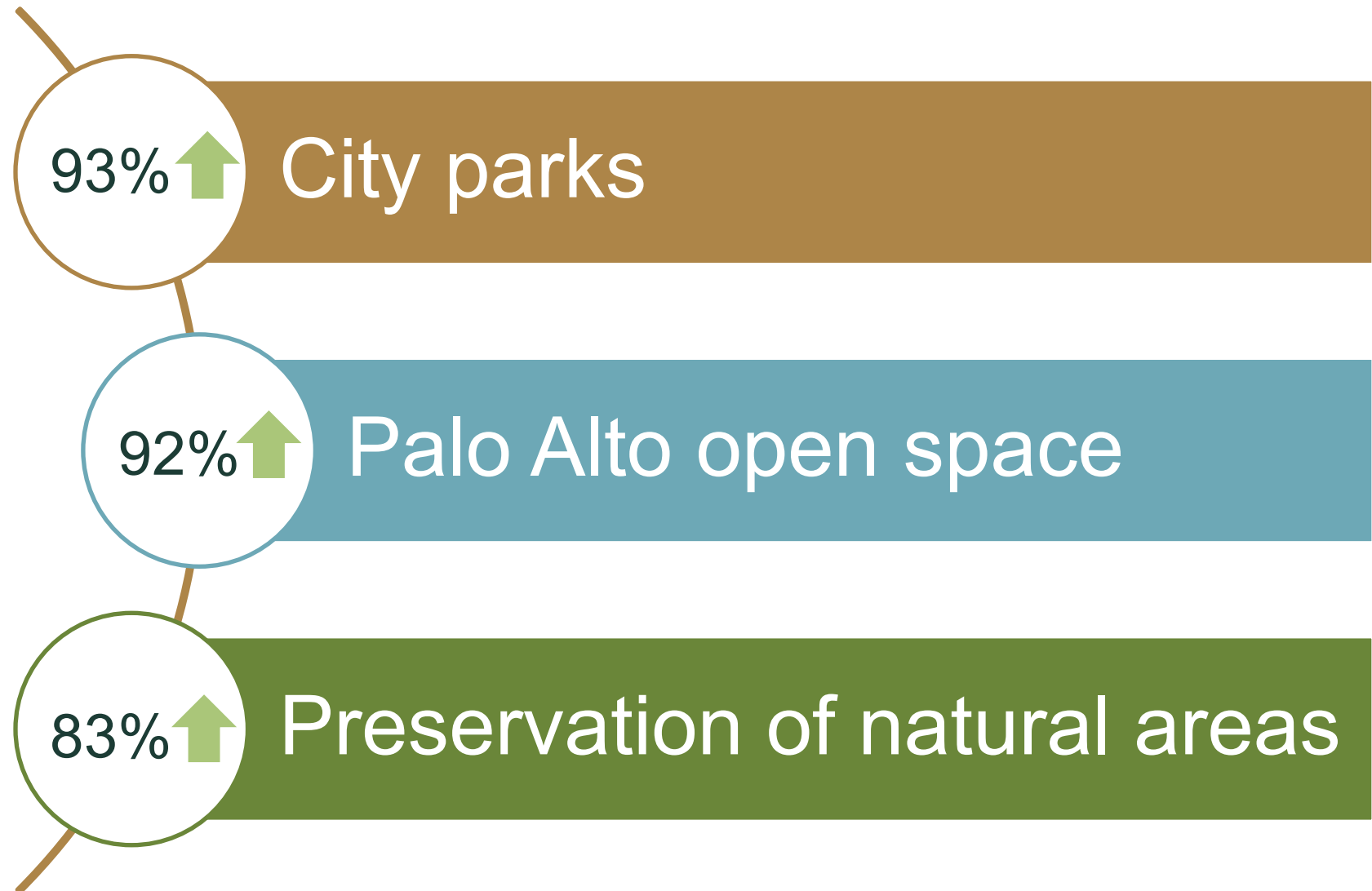


Natural Environment



88%

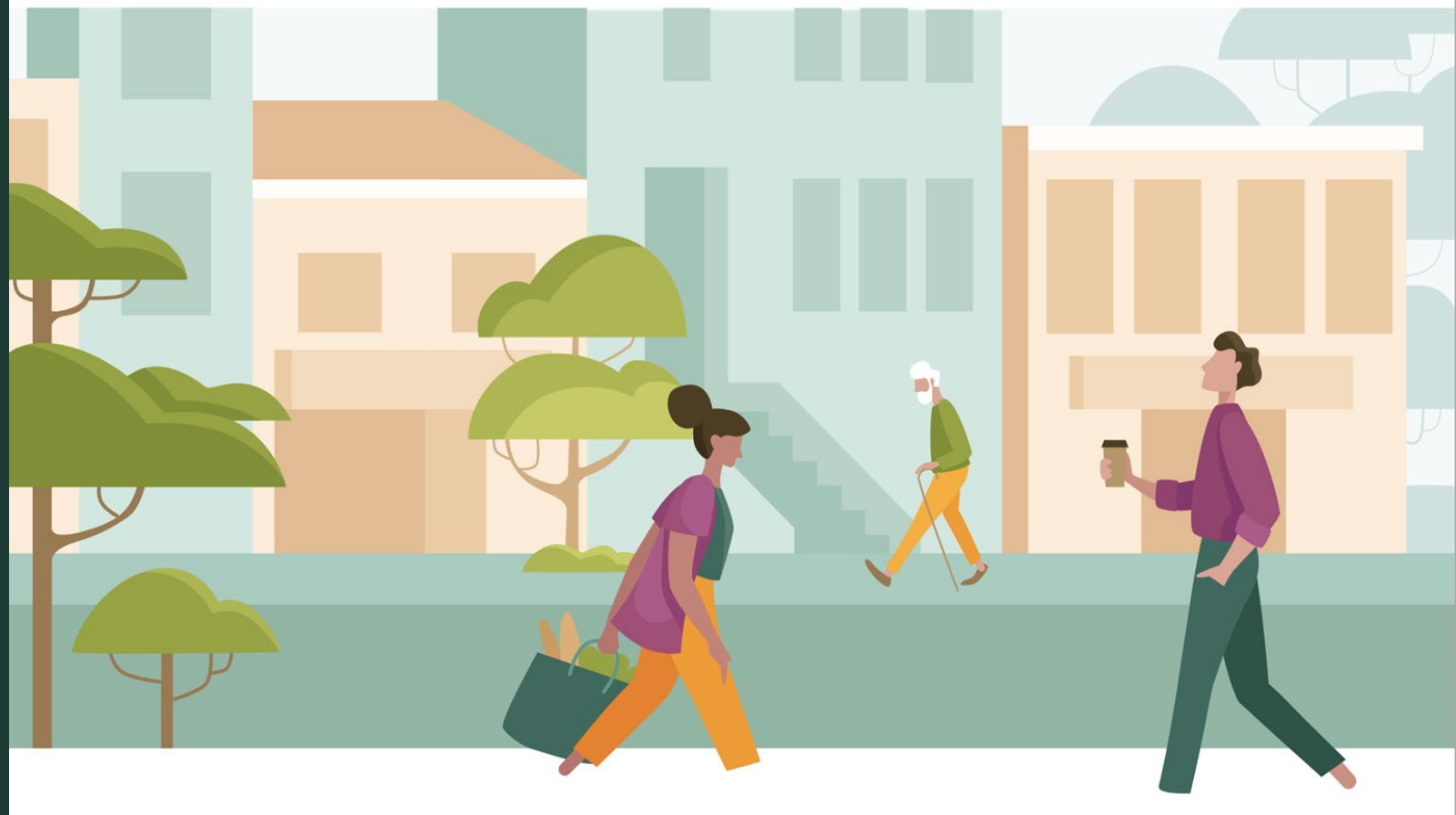
Overall quality of
natural environment
in Palo Alto



Percent excellent or good

Key Finding #4:

**Affordability and
cost of living
continue to be
community
concerns.**



Affordability & Cost of Living



41%

Affordable
high-speed
internet



21%

Variety of
housing
options



6%

Availability of
affordable
quality
housing



5%

Cost of
living

Percent excellent or good

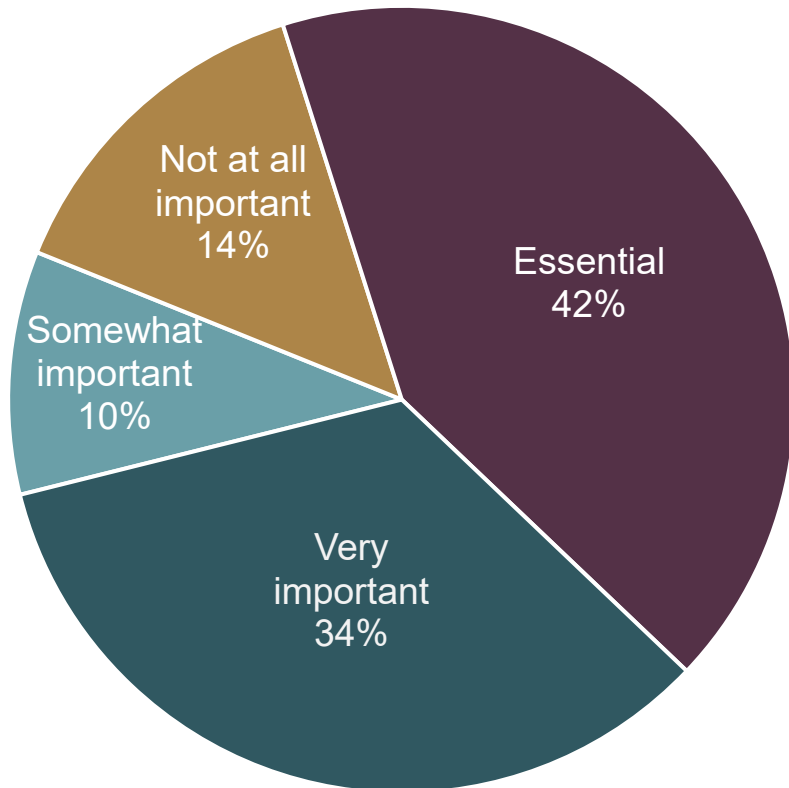
Key Finding #5:

**Residents are
supportive of
reducing
greenhouse gas
emissions.**



Greenhouse Gas Emissions

How important, if at all, you think it is for the Palo Alto community to focus on reducing community greenhouse gas emissions?



About

8 in 10

residents would be somewhat or very likely to:

- replace their gas furnace with a heat pump HVAC system when ready to replace the furnace
- replace their gas water heater with a heat pump water heater when ready to replace the water heater

Conclusions

1. Residents rate the quality of life in Palo Alto highly.
2. While residents value City services and events, civic participation has decreased.
3. Residents value Palo Alto's natural environment.
4. Affordability and cost of living continue to be community concerns.
5. Residents are supportive of reducing greenhouse gas emissions.

Questions?

Thank you!

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