THE NCS™
The National Citizen Survey™

Palm Coast, FL
Community Livability Report

2014

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Contents

About

The National Citizen Survey™ (The NCS) report is about the "livability" of Palm Coast. The phrase "livable community" is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 361 residents of the City of Palm Coast. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Residents

Community-based organizations

Communities are partnerships among…

Private sector

Government

Quality of Life in Palm Coast

Most residents rated the quality of life in Palm Coast as excellent or good. This rating was similar to what's reported in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).
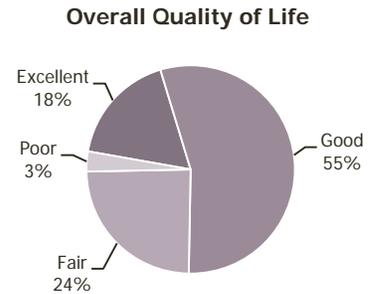
Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life

Excellent 18%
Poor 3%
Good 55%
Fair 24%

In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Palm Coast community in the coming two years. It is noteworthy that Palm Coast residents gave favorable ratings to Safety whereas ratings for Economy were not as strong. Ratings for Mobility, Natural Environment, Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Palm Coast's unique questions.

Legend
- ■ Higher than national benchmark
- ■ Similar to national benchmark
- ■ Lower than national benchmark

✸ Most important
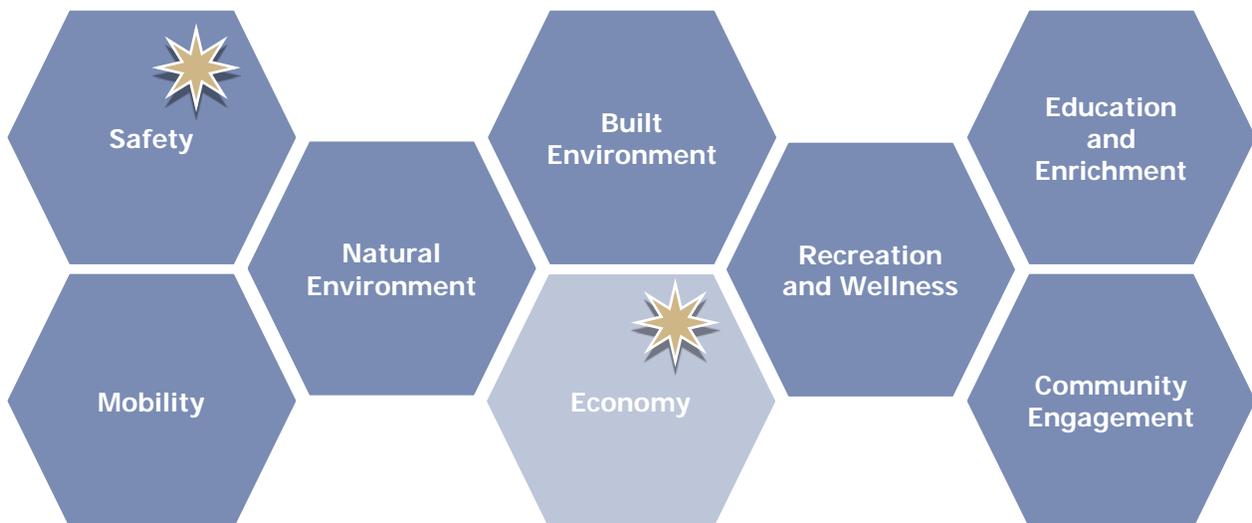
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Palm Coast, 80% rated the City as an excellent or good place to live. Respondents' ratings of Palm Coast as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Palm Coast as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Palm Coast and its overall appearance. Over 8 in 10 respondents gave positive ratings for their neighborhoods as well as for the overall appearance of Palm Coast. Most participants (79%) also gave high ratings for Palm Coast as a place to retire and this rating was higher than the benchmark. About two-thirds of participants rated Palm Coast's overall image and Palm Coast as a place to raise children positively. Palm Coast as a place to raise children received lower ratings when compared to other communities.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. At least three-quarters of respondents gave positive ratings for Safety features and all ratings for Safety were similar to the national benchmark. Almost all features of Mobility received positive ratings from a majority of respondents; most Mobility ratings were similar to the benchmark, however, ratings for paths and walking trails and travel by bicycle were higher than the benchmark. Almost all participants gave positive ratings for the Natural Environment and ratings for cleanliness in Palm Coast were

Place to Live

Excellent 26%
Poor 3%
Fair 17%
Good 54%

higher than what's reported in other communities. Ratings within Built Environment and Recreation and Wellness varied, but most features in these facets were rated positive by a majority of participants and were rated similar to the benchmark. Most Economy features were rated lower than the benchmark and less than half of participants gave positive ratings for most features. Several Economy ratings (including cost of living, employment opportunities, vibrant downtown/commercial area and businesses and services) decreased compared to the 2013 survey (see *The NCS Trends over Time* report provided under separate cover). The highest rated features in Education and Enrichment were religious or spiritual events or activities and K-12 education; the lowest rated features were

cultural/arts/music activities and the availability of affordable quality childcare/preschool. Most features of Community Engagement were rated positively by a majority of participants and all ratings of Community Engagement were similar to the benchmark.

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark
■ Higher ■ Similar ■ Lower

Overall image	Neighborhood	Place to raise children	Place to retire	Overall appearance
66%	85%	68%	79%	84%
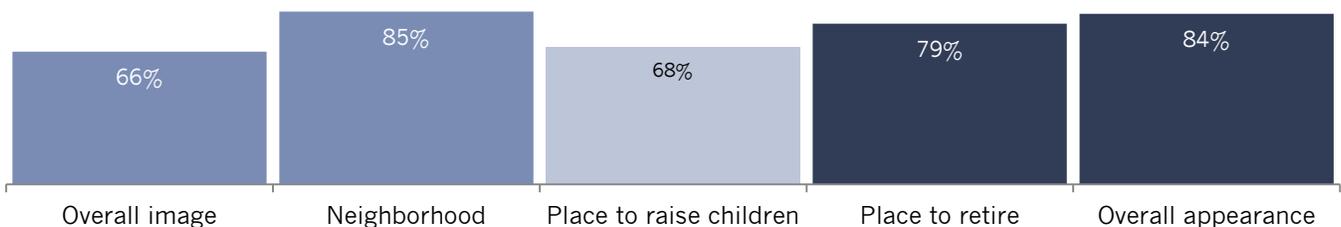
Figure 1: Aspects of Community Characteristics

Percent rating positively (e.g., excellent/good, very/somewhat safe)

Comparison to national benchmark

■ Higher
■ Similar
■ Lower

SAFETY
- Overall feeling of safety — 76%
- Safe in neighborhood — 92%
- Safe downtown/commercial area — 89%

MOBILITY
- Overall ease of travel — 67%
- Paths and walking trails — 81%
- Ease of walking — 66%
- Travel by bicycle — 70%
- Travel by car — 62%
- Public parking — 71%
- Traffic flow — 47%

NATURAL ENVIRONMENT
- Overall natural environment — 87%
- Cleanliness — 85%
- Air quality — 85%

BUILT ENVIRONMENT
- Overall built environment — 64%
- New development in Palm Coast — 41%
- Affordable quality housing — 59%
- Housing options — 70%
- Public places — 65%

ECONOMY
- Overall economic health — 37%
- Vibrant downtown/commercial area — 25%
- Business and services — 44%
- Cost of living — 37%
- Shopping opportunities — 36%
- Employment opportunities — 6%
- Place to visit — 60%
- Place to work — 18%

RECREATION AND WELLNESS
- Health and wellness — 64%
- Mental health care — 31%
- Preventive health services — 56%
- Health care — 55%
- Food — 51%
- Recreational opportunities — 67%
- Fitness opportunities — 79%

EDUCATION AND ENRICHMENT
- Education and enrichment opportunities — 54%
- Religious or spiritual events and activities — 70%
- Cultural/arts/music activities — 41%
- Adult education — 48%
- K-12 education — 60%
- Child care/preschool — 44%

COMMUNITY ENGAGEMENT
- Social events and activities — 46%
- Neighborliness — 53%
- Openness and acceptance — 65%
- Opportunities to participate in community matters — 52%
- Opportunities to volunteer — 67%

Governance

How well does the government of Palm Coast meet the needs and expectations of its residents?

The overall quality of the services provided by Palm Coast as well as the manner in which these services are provided are a key component of how residents rate their quality of life. About 7 in 10 respondents gave positive ratings for the overall quality of Palm Coast's services, while only 3 in 10 respondents gave positive ratings for the Federal Government.

Survey respondents also rated various aspects of Palm Coast's leadership and governance. Most aspects of leadership and governance were similar to other communities, with the exception of confidence in City government and being honest—which were rated lower than other communities. The highest rated aspect of leadership and governance was customer service (67% rated positively) while the lowest rated aspect was confidence in City government (35%).

Respondents evaluated over 30 individual services and amenities available in Palm Coast. Within the facet of Safety, police, fire and ambulance/EMS received the highest ratings; the remaining features of Safety were also rated positively by a majority of respondents and all features of Safety were similar to the national benchmark. Ratings within Mobility displayed the greatest variation; less than half of respondents rated street lighting and traffic signal timing positively and both of these aspects were rated lower than the benchmark. The remaining aspects of Mobility (traffic enforcement, street repair, street cleaning, and sidewalk maintenance) received positive ratings from a majority of participants and were similar to the benchmark. Within Natural Environment, almost all participants rated garbage collection, recycling and yard waste pick-up positively and about 3 in 5 participants rated drinking water, natural areas preservation and open space positively. About one-third of participants rated economic development positively, which was a lower rating than what's seen in other communities. All Built Environment ratings were similar to the benchmark and most aspects of Built Environment were rated positively by a majority of participants. Ratings for the Built Environment features of sewer services, storm drainage and land use, planning and zoning increased when compared to the 2013 ratings. All ratings for Education and Enrichment, Recreation and Wellness and Community Engagement were similar to the benchmark and were rated positively by a majority of participants.

Overall Quality of City Services

- Excellent 18%
- Good 53%
- Poor 5%
- Fair 24%

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar □ Lower

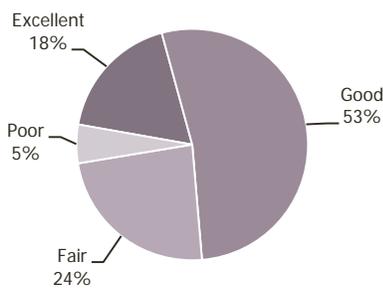| Value of services for taxes paid	Overall direction	Welcoming citizen involvement	Confidence in City government	Acting in the best interest of Palm Coast	Being honest	Treating all residents fairly	Customer service	Services provided by the Federal Government
46%	47%	38%	35%	40%	39%	42%	67%	36%
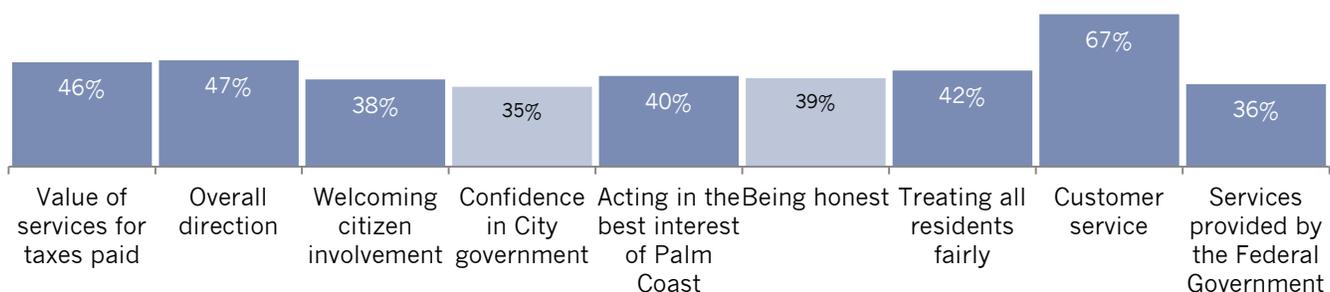
Figure 2: Aspects of Governance

Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher

■ Similar

■ Lower

SAFETY

Police	80%
Fire	93%
Ambulance/EMS	91%
Crime prevention	55%
Fire prevention	70%
Animal control	57%
Emergency preparedness	68%

MOBILITY

Traffic enforcement	55%
Street repair	63%
Street cleaning	69%
Street lighting	45%
Sidewalk maintenance	66%
Traffic signal timing	35%

NATURAL ENVIRONMENT

Garbage collection	87%
Recycling	87%
Yard waste pick-up	86%
Drinking water	60%
Natural areas preservation	65%
Open space	61%

BUILT ENVIRONMENT

Storm drainage	51%
Sewer services	73%
Utility billing	57%
Land use, planning and zoning	50%
Code enforcement	49%
Cable television	55%

ECONOMY

Economic development	30%

RECREATION AND WELLNESS

City parks	83%
Recreation programs	63%
Recreation centers	61%
Health services	53%

EDUCATION AND ENRICHMENT

Public libraries	84%
Special events	66%

COMMUNITY ENGAGEMENT

Public information	62%

Participation

Are the residents of Palm Coast connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. About 46% of respondents rated sense of community positively, which is a lower rating when compared to other communities across the nation. However, most respondents (80%) would recommend Palm Coast to others and a similar number were also planning on remaining in Palm Coast.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. When compared to other communities, more participants in Palm Coast stocked supplies for an emergency and more participants in Palm Coast recycle. Most participants were not the victim of a crime and did not report a crime. A high number of participants reported conserving water and about three-quarters of respondents made efforts to make their home more energy efficient. Very few participants (3%) reported using public transportation and less than half of participants had carpooled or biked or walked instead of driving; all of these aspects of Mobility were rated lower than the benchmark. Built Environment ratings varied, with many participants (62%) reporting not being under housing cost stress, but less than half (41%) of participants reporting that they did NOT observe a code violation. Economy, Recreation and Wellness and Education and Enrichment ratings were all similar to the benchmark. A majority of respondents participated in all aspects of Recreation and Wellness and Education and Enrichment. Within Community Engagement, almost all participants had talked to or visited with their neighbors as well as read or watched local news. Fewer participants (less than 20%) had contacted local elected officials or watched a local public meeting.

Sense of Community
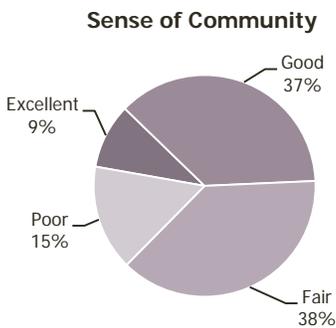
Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

7
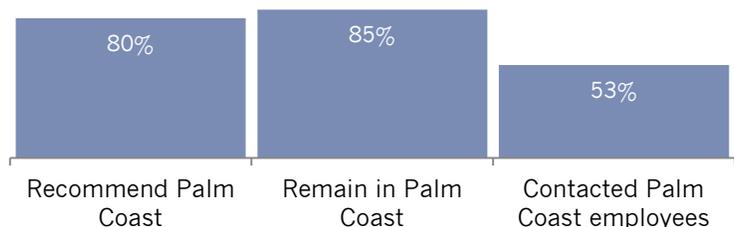
Figure 3: Aspects of Participation

Percent rating positively (e.g., yes, more than once a month, always/sometimes)

Comparison to national benchmark

■ Higher

■ Similar

■ Lower

SAFETY
- Stocked supplies for an emergency — 47%
- Did NOT report a crime — 78%
- Was NOT the victim of a crime — 87%

MOBILITY
- Used public transportation instead of driving — 3%
- Carpooled instead of driving alone — 34%
- Walked or biked instead of driving — 46%

NATURAL ENVIRONMENT
- Conserved water — 91%
- Made home more energy efficient — 76%
- Recycled at home — 96%

BUILT ENVIRONMENT
- Did NOT observe a code violation — 41%
- NOT under housing cost stress — 62%

ECONOMY
- Purchased goods or services in Palm Coast — 99%
- Economy will have positive impact on income — 23%
- Work in Palm Coast — 37%

RECREATION AND WELLNESS
- Used Palm Coast recreation centers — 50%
- Visited a City park — 74%
- Ate 5 portions of fruits and vegetables — 79%
- Participated in moderate or vigorous physical activity — 81%
- In very good to excellent health — 58%

EDUCATION AND ENRICHMENT
- Used Palm Coast public libraries — 64%
- Participated in religious or spiritual activities — 53%
- Attended a City-sponsored event — 51%

COMMUNITY ENGAGEMENT
- Campaigned for an issue, cause or candidate — 20%
- Contacted Palm Coast elected officials — 16%
- Volunteered — 38%
- Participated in a club — 34%
- Talked to or visited with neighbors — 94%
- Done a favor for a neighbor — 82%
- Attended a local public meeting — 22%
- Watched a local public meeting — 18%
- Read or watched local news — 89%
- Voted in local elections — 87%

Special Topics

The City of Palm Coast included three questions of special interest on The NCS. The first question asked participant whether they had contacted a City employee within the last 12 months. A majority of participants (64%) responded yes to this question. Of those who responded yes, they rated several aspects of customer service; courtesy, promptness, overall impression and knowledge all received positive ratings from at least three-quarters of respondents. A little over half of respondents thought employees did an excellent or good job of making them feel valued.

Figure 4: Question 14
Have you had any contact with any City employee(s) by phone, in person, via email or online within the last 12 months?
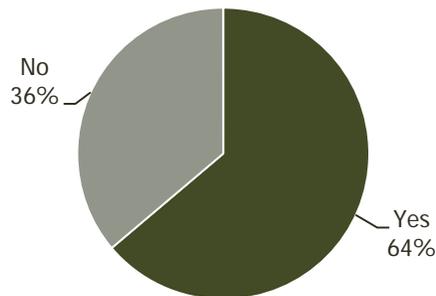
Figure 5: Question 15
Thinking about your most recent contact, please rate City employee(s) on each of the items below.
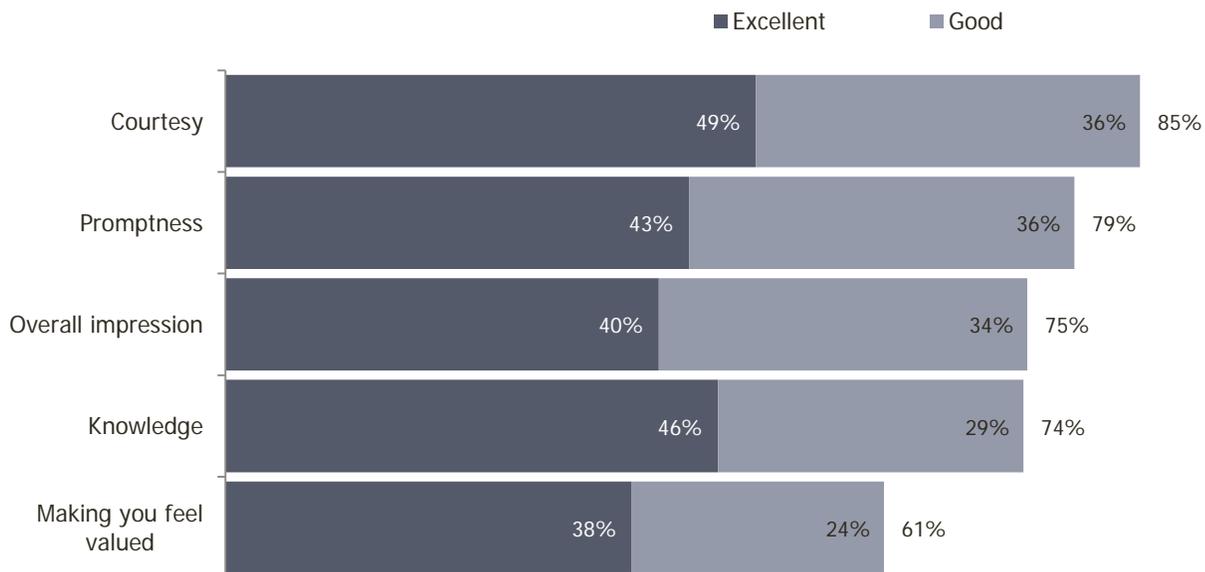
Those who reported not having contacted a City employee in the last 12 months (36% of respondents), were asked to rate several features of City employee service. These ratings were to be based on their impression of employees, despite having not contacted City employees recently. Most participants rated City employee courtesy positively. About 3 in 5 respondents also gave positive ratings for promptness and making citizens or customers feel valued.

Figure 6: Question 16
Although you may not have had any recent personal contact with City employees, we would like to know your impression of how City employees treat Palm Coast residents. Please rate City employees on each of the items below.
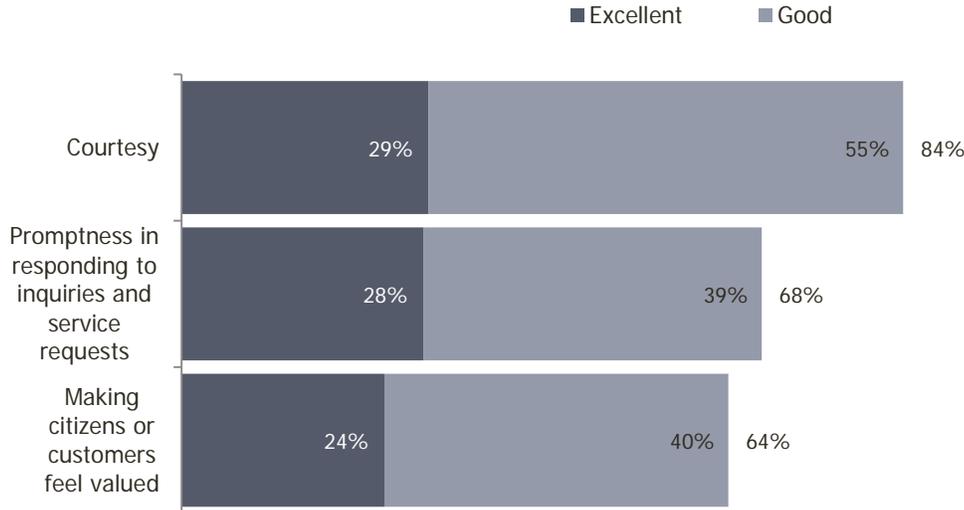
Conclusions

Residents have a high quality of life in Palm Coast.

Most residents gave positive ratings for their overall quality of life and for Palm Coast as a place to live. Compared to other communities across the nation, more residents in Palm Coast than elsewhere give positive ratings for the overall image of Palm Coast and for Palm Coast as a place to retire. However, compared to other communities, fewer participants thought Palm Coast was an excellent or good place to raise a family. About 8 in 10 participants would recommend Palm Coast to others and plan on remaining in Palm Coast over the next five years. Many participants (about three-quarters) think City services are excellent or good and many aspects of customer service, such as courtesy, promptness and knowledge received positive ratings from most respondents.

The Economy is important to residents.

Participants indicated that the Economy would be an important focus area over the next two years and this facet tended to get lower ratings when compared to other communities. A majority of respondents thought Palm Coast was an excellent or good place to visit, but only a little more than one-third of participants gave positive ratings for the overall economic health of Palm Coast, shopping opportunities, cost of living and businesses and services. Very few participants (6%) gave positive ratings for employment opportunities, a rating that decreased compared to 2013. About one-quarter of respondents thought the economy would have a positive impact on their income, which is higher than what was reported in 2013.

The Natural Environment continues to be a strong feature in Palm Coast.

As was also cited in 2013, the Natural Environment is a key feature and asset of Palm Coast that residents appreciate. More participants in Palm Coast than in other communities think that Palm Coast's cleanliness is excellent or good. A high number of participants (at least 85%) gave positive ratings for air quality and overall natural environment. City services related to the Natural Environment continue to receive positive ratings, with garbage collection, recycling and yard waste pick-up receiving the highest ratings. Compared to other communities, a higher number of participants in Palm Coast recycle. Almost all participants conserved water and most participants (76%) made efforts to make their homes more energy efficient.

Mobility assets may not be utilized.

Participants gave high ratings (higher than the benchmark) for paths and walking trails and ease of travel via bicycle. But, when asked how often they biked or walked instead of driving, fewer participants in Palm Coast compared to other communities indicated that they used these alternative modes of transportation. Additionally, while a majority of participants gave positive ratings for automobile related travel (such as ease of travel, travel by car and public parking), few participants (about one-third) carpooled with other adults or children. Very few participants (3%) used public transportation.

THE NCS™
The National Citizen Survey™

Palm Coast, FL
Trends over Time

2014

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Summary

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 research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Palm Coast to its previous yearly survey results from 2002 to 2013. Additional reports and technical appendices are available under separate cover.

Trend data for Palm Coast 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.

Meaningful differences between survey years have been noted within the following tables as being "higher" (↑) or "lower" (↓) if the differences are greater than seven percentage points between the 2013 and 2014 surveys, otherwise the comparison between 2013 and 2014 are noted as being "similar" (↔). Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies. If a survey question was not asked it is noted with an asterisk (*).

Overall, ratings in Palm Coast for 2014 generally remained stable. Of the 128 items for which comparisons were available, 104 items were rated similarly in 2013 and 2014, 18 items showed a decrease in ratings and 6 showed an increase in ratings. Notable trends over time included the following:

- In the facet of Economy several features ratings decreased compared to 2013; these features included employment opportunities, cost of living, vibrant downtown/commercial area and businesses and services in Palm Coast. Participants are more positive about their economic outlook however; compared to 2013 more participants believed the economy would have a positive impact on their income.
- While most Education and Enrichment ratings remained stable, several ratings varied compared to 2013. Ratings decreased for cultural/arts/music activities, the availability of affordable quality child care/preschool and adult education opportunities. Ratings increased for City-sponsored special events.
- Several Built Environment ratings increased, including sewer services, storm drainage and land use, planning and zoning. More participants in 2014 than in 2013 did NOT observe a code violation.
- Within Recreation and Wellness, ratings decreased for the availability of affordable quality food and mental healthcare. Also, fewer participants used recreation centers compared to the previous survey.
- Fewer participants reported watching a local public meeting and ratings also decreased for the Community Engagement features of the value of services for taxes paid and Palm Coast welcoming citizen involvement.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)													2014 rating compared to 2013	Comparison to benchmark												
	02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Overall quality of life	82%	80%	82%	75%	73%	71%	73%	74%	75%	67%	70%	75%	73%	↔	↔	↔	↔	↔	↔	↓	↓	↔	↔	↓↓	↓↓	↔	↔
Overall image	*	*	*	*	*	*	70%	*	77%	71%	69%	67%	66%	↔	*	*	*	*	*	*	↔	*	↑	↔	↔	↔	↔
Place to live	86%	84%	86%	83%	80%	77%	80%	79%	85%	78%	80%	84%	80%	↔	↔	↔	↔	↔	↔	↓	↔	↔	↔	↓	↓	↔	↔
Neighborhood	86%	88%	88%	86%	86%	80%	81%	78%	82%	78%	82%	83%	85%	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
Place to raise children	69%	75%	72%	70%	66%	60%	61%	60%	73%	63%	71%	73%	68%	↔	↔	↔	↔	↔	↔	↓↓	↓↓	↓↓	↓	↓↓	↓↓	↔	↓
Place to retire	84%	83%	81%	78%	71%	76%	78%	73%	78%	75%	78%	80%	79%	↔	↑↑	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑
Overall appearance	75%	76%	83%	85%	80%	83%	82%	86%	83%	83%	85%	85%	84%	↔	↔	↔	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Safety	Overall feeling of safety	*	*	*	*	*	*	*	*	*	*	*	70%	76%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Safe in neighborhood	96%	93%	94%	94%	92%	93%	92%	90%	93%	91%	93%	88%	92%	↔	↑	↔	↔	↔	↔	↑	↔	↔	↔	↔	↔	↔	↔
	Safe downtown/commercial area	93%	92%	91%	91%	88%	90%	88%	90%	89%	88%	88%	82%	89%	↔	↑↑	↑	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
Mobility	Overall ease of travel	*	*	*	*	*	*	*	*	*	*	*	72%	67%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Paths and walking trails	*	*	*	*	*	*	49%	53%	61%	70%	73%	78%	81%	↔	*	*	*	*	*	*	↓↓	↔	↑	↑↑	↑↑	↑	↑
	Ease of walking	*	*	*	36%	42%	45%	46%	49%	52%	58%	65%	68%	66%	↔	*	*	*	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↔	↑	↔	↔
	Travel by bicycle	43%	41%	46%	33%	42%	45%	45%	49%	54%	65%	69%	64%	70%	↔	↓↓	↓	↓	↓↓	↓	↔	↔	↔	↔	↑↑	↑↑	↔	↑
	Travel by car	51%	37%	22%	16%	20%	39%	41%	50%	62%	57%	71%	69%	62%	↔	↔	↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↔	↔	↑↑	↔	
	Public parking	*	*	*	*	*	*	*	*	*	*	*	74%	71%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Traffic flow	45%	29%	14%	11%	12%	25%	32%	41%	44%	50%	60%	56%	47%	↓	*	*	*	*	*	*	↓↓	↔	↔	↑	↑↑	↔	↔
Natural Environment	Overall natural environment	*	*	*	*	*	*	71%	69%	80%	82%	81%	87%	87%	↔	*	*	*	*	*	*	↔	↔	↑	↑	↑↑	↔	↔
	Cleanliness	*	*	*	*	*	*	*	85%	83%	83%	87%	85%	85%	↔	*	*	*	*	*	*	*	↑↑	↑↑	↑↑	↑↑	↑	↑
	Air quality	*	*	*	*	*	*	79%	*	83%	79%	83%	83%	85%	↔	*	*	*	*	*	*	↑↑	*	↑↑	↑↑	↑↑	↔	↔
Built Environment	Overall built environment	*	*	*	*	*	*	*	*	*	*	*	62%	64%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	New development in Palm Coast	*	*	*	48%	47%	53%	63%	61%	63%	56%	53%	42%	41%	↔	*	*	*	↓	↓	↔	↑	↔	↔	↓	↓	↓	

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
	Affordable quality housing	*	*	54%	39%	33%	41%	53%	58%	61%	58%	67%	64%	59%	↔	*	*	↔	↔	↓	↔	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↔
	Housing options	*	*	*	*	*	*	64%	67%	64%	59%	59%	63%	70%	↔	*	*	*	*	*	*	↑↑	↑↑	↑	↔	↔	↔	↔
	Public places	*	*	*	*	*	*	*	*	*	*	*	60%	65%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Overall economic health	*	*	*	*	*	*	*	*	*	*	*	36%	37%	↔	*	*	*	*	*	*	*	*	*	*	*	↓	↓
	Vibrant downtown/commercial area	*	*	*	*	*	*	*	*	*	*	*	32%	25%	↓	*	*	*	*	*	*	*	*	*	*	*	↓	↓
	Business and services	*	*	*	*	*	*	45%	52%	52%	48%	49%	56%	44%	↓	*	*	*	*	*	*	*	↓	↓↓	↓↓	↓↓	↔	↓
	Cost of living	*	*	*	*	*	*	*	*	*	*	*	45%	37%	↓	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Shopping opportunities	23%	20%	27%	22%	22%	25%	30%	49%	47%	43%	43%	43%	36%	↔	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↔	↓	↓↓	↓↓	↔	↓
	Employment opportunities	8%	7%	9%	7%	7%	6%	9%	6%	9%	5%	11%	13%	6%	↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓
	Place to visit	*	*	*	*	*	*	*	*	*	*	*	63%	60%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Economy	Place to work	*	*	*	24%	20%	16%	16%	20%	21%	15%	16%	18%	18%	↔	*	*	*	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓
	Health and wellness	*	*	*	*	*	*	*	*	*	*	*	67%	64%	↔	*	*	*	*	*	*	*	↑	*	*	*	↔	↔
	Mental health care	*	*	*	*	*	*	*	*	*	*	*	44%	31%	↓	*	*	*	*	*	*	*	*	*	*	*	↔	↓
	Preventive health services	*	*	*	*	*	*	43%	47%	56%	53%	60%	58%	56%	↔	*	*	*	*	*	*	↔	↓	↔	↓	↔	↔	↔
	Health care	*	*	44%	41%	42%	42%	37%	46%	49%	45%	56%	60%	55%	↔	*	*	↓	↔	↓	↓	↓↓	↔	↔	↔	↑	↔	↔
	Food	*	*	*	*	*	56%	56%	*	60%	55%	58%	64%	51%	↓	*	*	*	*	*	↓	↓	*	↓	↓	↓	↔	↔
Recreation and Wellness	Recreational opportunities	38%	37%	35%	35%	29%	37%	41%	51%	53%	52%	58%	69%	67%	↔	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↔	↔
	Fitness opportunities	*	*	*	*	*	*	*	*	*	*	*	82%	79%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Religious or spiritual events and activities	*	*	*	*	*	*	*	81%	77%	74%	79%	77%	70%	↔	*	*	*	*	*	*	*	*	↔	↔	↔	↔	↔
	Cultural/arts/music activities	40%	46%	*	*	*	*	*	*	44%	40%	43%	49%	41%	↓	↓↓	↓	*	*	*	*	*	*	↓	↓↓	↓↓	↔	↔
Education and Enrichment	Adult education	*	*	*	*	*	*	*	*	*	*	*	58%	48%	↓	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	K-12 education	*	*	*	*	*	*	*	*	*	65%	73%	64%	60%	↔	*	*	*	*	*	*	*	*	*	↔	↔	↔	↔
	Child care/preschool	*	*	32%	24%	30%	27%	27%	32%	44%	30%	45%	63%	44%	↓	*	*	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↔	↓	↔	↑	↔
	Social events and activities	*	*	*	*	*	*	*	56%	55%	53%	54%	48%	46%	↔	*	*	*	*	*	*	*	↓	↓	↓↓	↓↓	↔	↔
	Neighborliness	*	*	*	*	*	*	*	*	*	*	*	52%	53%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Community Engagement	Openness and acceptance	*	*	*	*	*	*	*	*	75%	65%	68%	62%	65%	↔	*	*	*	*	*	*	*	*	↑↑	↔	↑	↔	↔

	Percent rating positively (e.g., excellent/good, very/somewhat safe)													2014 rating compared to 2013	Comparison to benchmark												
	02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Opportunities to participate in community matters	*	*	*	*	*	*	52%	61%	60%	51%	61%	55%	52%	↔	*	*	*	*	*	*	↓↓	↔	↓	↓	↔	↔	↔
Opportunities to volunteer	*	*	*	*	*	*	*	76%	74%	71%	73%	66%	67%	↔	*	*	*	*	*	*	*	↔	↔	↔	↔	↔	↔

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)													2014 rating compared to 2013	Comparison to benchmark												
	02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Services provided by Palm Coast	55%	58%	67%	59%	55%	59%	66%	74%	69%	71%	67%	66%	71%	↔	↓↓	↓↓	↓	↓	↓	↓↓	↓	↑	↔	↔	↓	↔	↔
Customer service	65%	66%	71%	65%	68%	66%	70%	74%	79%	77%	68%	66%	67%	↔	↓	↓	↓	↔	↔	↓	↓	↔	↑	↔	↓	↔	↔
Value of services for taxes paid	*	*	*	59%	52%	48%	49%	56%	53%	54%	50%	54%	46%	↓	*	*	*	↔	↔	↓	↓↓	↔	↔	↔	↔	↔	↔
Overall direction	44%	50%	54%	47%	44%	50%	53%	55%	58%	50%	48%	46%	47%	↔	↓	↔	↔	↓	↓	↓	↓↓	↔	↔	↓	↓↓	↔	↔
Welcoming citizen involvement	56%	56%	61%	49%	46%	50%	42%	47%	48%	45%	39%	48%	38%	↓	↔	↔	↔	↔	↓	↓	↓↓	↓↓	↔	↓	↓↓	↔	↔
Confidence in City government	*	*	*	*	*	*	*	*	*	*	*	39%	35%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↓
Acting in the best interest of Palm Coast	*	*	*	*	*	*	*	*	*	*	*	45%	40%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Being honest	*	*	*	*	*	*	*	*	*	*	*	43%	39%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↓
Treating all residents fairly	*	*	*	*	*	*	*	*	*	*	*	47%	42%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Services provided by the Federal Government	44%	41%	43%	43%	38%	38%	34%	42%	37%	35%	41%	30%	36%	↔	↔	↔	↔	↔	↔	↔	↓	↔	↔	↓	↔	↓	↔

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
	Police	81%	82%	79%	81%	77%	70%	69%	78%	79%	80%	80%	77%	80%	↔	↔	↔	↔	↔	↔	↓	↓	↔	↔	↔	↔	↔	↔
	Fire	91%	92%	94%	95%	90%	90%	90%	94%	95%	92%	96%	94%	93%	↔	↔	↔	↔	↑	↔	↔	↔	↔	↑	↔	↑	↔	↔
	Ambulance/EMS	90%	89%	92%	94%	87%	86%	88%	92%	92%	88%	96%	91%	91%	↔	↔	↔	↔	↑	↔	↔	↔	↑	↑	↔	↑↑	↔	↔
	Crime prevention	70%	69%	*	*	*	*	*	*	69%	62%	65%	60%	55%	↔	↔	↔	*	*	*	*	*	*	↔	↔	↔	↔	↔	↔
	Fire prevention	76%	77%	*	73%	71%	76%	75%	78%	79%	75%	82%	79%	70%	↓	↓	↔	*	↔	↔	↔	↔	↑	↔	↔	↔	↔	↔
Safety	Animal control	*	*	*	*	*	*	55%	61%	64%	57%	65%	67%	57%	↓	*	*	*	*	*	*	↓	↔	↔	↓	↑	↔	↔

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Category	Service	Percent rating positively (e.g., excellent/good) 02	03	04	05	06	07	08	09	10	11	12	13	14	2014 rating compared to 2013	Comparison to benchmark 02	03	04	05	06	07	08	09	10	11	12	13	14
	Emergency preparedness	*	*	*	*	*	*	61%	71%	73%	69%	73%	68%	68%	↔	*	*	*	*	*	*	↓	↑↑	↑↑	↑	↑↑	↔	↔
Mobility	Traffic enforcement	56%	48%	55%	50%	50%	57%	57%	61%	65%	63%	65%	57%	55%	↔	↓	↓↓	↓	↓	↓	↓	↓	↔	↔	↔	↔	↔	↔
	Street repair	16%	18%	34%	31%	37%	43%	52%	62%	55%	68%	70%	64%	63%	↔	↓↓	↓↓	↓↓	↓	↔	↔	↑	↑↑	↑↑	↑↑	↑↑	↑	↔
	Street cleaning	27%	31%	44%	40%	45%	48%	59%	71%	62%	70%	71%	67%	69%	↔	↓↓	↓↓	↓↓	↓↓	↓	↓↓	↔	↑↑	↔	↑	↑↑	↔	↔
	Street lighting	*	18%	24%	20%	26%	30%	32%	38%	36%	37%	46%	41%	45%	↔	*	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↓
	Sidewalk maintenance	35%	35%	43%	43%	45%	49%	51%	52%	57%	65%	68%	70%	66%	↔	↓↓	↓↓	↓	↔	↔	↔	↔	↔	↑	↑↑	↑↑	↑	↔
	Traffic signal timing	46%	38%	35%	28%	33%	39%	45%	46%	46%	43%	52%	39%	35%	↔	↓	↓	↓↓	↓↓	↓↓	↓	↔	↔	↔	↓	↔	↓	↓
	Garbage collection	83%	87%	86%	87%	82%	85%	86%	86%	89%	90%	93%	90%	87%	↔	↔	↔	↔	↑	↑	↑	↑	↑	↑↑	↑	↑↑	↔	↔
Natural Environment	Recycling	83%	81%	79%	84%	80%	81%	84%	87%	86%	83%	90%	89%	87%	↔	↔	↔	↔	↑	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↔	↔
	Yard waste pick-up	*	*	*	*	*	*	*	*	84%	87%	90%	86%	86%	↔	*	*	*	*	*	*	*	*	↑↑	↑↑	↑↑	↔	↑
	Drinking water	55%	54%	55%	52%	55%	53%	56%	58%	66%	65%	65%	56%	60%	↔	↓↓	↓↓	↓	↓	↓	↓	↓	↓	↔	↔	↔	↓	↔
	Natural areas preservation	*	*	*	*	*	*	56%	66%	70%	66%	75%	70%	65%	↔	*	*	*	*	*	*	↔	↑↑	↑↑	↑	↑↑	↔	↔
	Open space	*	*	*	*	*	*	*	*	*	*	*	72%	61%	↓	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Storm drainage	40%	21%	35%	29%	32%	40%	46%	49%	43%	57%	56%	43%	51%	↑	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↓↓	↔	↔	↓	↔
	Sewer services	68%	64%	88%	64%	63%	64%	69%	72%	73%	76%	81%	65%	73%	↑	↔	↓	↑↑	↔	↔	↓	↔	↔	↔	↔	↑	↔	↔
	Utility billing	*	*	*	*	*	*	*	*	*	*	*	62%	57%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Built Environment	Land use, planning and zoning	27%	28%	33%	30%	27%	32%	41%	42%	46%	42%	39%	41%	50%	↑	↓↓	↓↓	↓	↓↓	↓	↓	↔	↔	↔	↔	↓	↔	↔
	Code enforcement	37%	31%	44%	45%	42%	44%	43%	50%	50%	47%	55%	43%	49%	↔	↓↓	↓↓	↓	↔	↔	↔	↓	↔	↔	↔	↔	↔	↔
	Cable television	27%	*	40%	52%	46%	*	*	*	62%	57%	58%	53%	55%	↔	↓↓	*	↓↓	↔	↔	*	*	*	↑	↔	↑	↔	↔
Economy	Economic development	*	22%	29%	35%	32%	29%	32%	33%	34%	31%	30%	34%	30%	↔	*	↓↓	↓↓	↓	↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓	↓
	City parks	69%	71%	73%	70%	68%	72%	76%	78%	80%	82%	85%	77%	83%	↔	↓	↓	↔	↔	↓	↓	↔	↔	↔	↔	↔	↔	↔
	Recreation programs	*	67%	70%	62%	58%	68%	66%	70%	70%	66%	73%	63%	63%	↔	*	↓	↔	↔	↓	↓	↔	↔	↔	↓	↔	↔	↔
Recreation and Wellness	Recreation centers	52%	51%	59%	51%	50%	56%	62%	66%	65%	65%	68%	63%	61%	↔	↓↓	↓↓	↓	↓	↓↓	↓↓	↓	↔	↓	↔	↔	↔	↔
	Health services	56%	*	57%	52%	48%	47%	51%	57%	62%	55%	66%	57%	53%	↔	↓	*	↓	↔	↓	↓	↓↓	↔	↔	↓	↔	↔	↔
Education and Enrichment	Special events	*	*	*	*	*	*	*	*	*	*	*	58%	66%	↑	*	*	*	*	*	*	*	*	*	*	*	↓	↔
	Public libraries	*	*	*	44%	*	*	*	*	*	80%	80%	80%	84%	↔	*	*	*	↓↓	*	*	*	*	*	↔	↔	↔	↔

		Percent rating positively (e.g., excellent/good)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Community Engagement	Public information	36%	*	*	*	39%	47%	46%	53%	55%	64%	68%	59%	62%	↔	↓↓	*	*	*	↓↓	↓↓	↓↓	↓↓	↓↓	↔	↔	↔	↔

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)													2014 rating compared to 2013	Comparison to benchmark												
	02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Sense of community	59%	63%	*	*	*	*	58%	*	62%	56%	64%	46%	47%	↔	↔	↔	*	*	*	*	↔	*	↔	↓↓	↔	↓	↓
Recommend Palm Coast	*	*	*	*	*	*	80%	82%	85%	78%	80%	82%	80%	↔	*	*	*	*	*	*	↓↓	↔	↔	↓↓	↓	↔	↔
Remain in Palm Coast	*	*	*	*	*	*	83%	84%	85%	83%	82%	83%	85%	↔	*	*	*	*	*	*	↔	↔	↑	↔	↔	↔	↔
Contacted Palm Coast employees	55%	59%	58%	65%	59%	63%	*	59%	60%	52%	57%	49%	53%	↔	*	*	*	*	*	*	*	↔	↑	↓	↑	↔	↔

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Safety	Stocked supplies for an emergency	*	*	*	*	*	*	*	*	*	*	*	54%	47%	↓	*	*	*	*	*	*	*	*	*	*	*	↑↑	↑
	Did NOT report a crime	*	*	*	*	*	*	*	*	*	*	*	78%	78%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Was NOT the victim of a crime	91%	93%	92%	92%	89%	89%	*	88%	90%	88%	87%	87%	87%	↔	*	*	*	*	*	*	*	↔	↑	↔	↔	↔	↔
Mobility	Used public transportation instead of driving	*	*	*	*	*	*	*	*	*	*	*	4%	3%	↔	*	*	*	*	*	*	*	*	*	*	*	↓↓	↓↓
	Carpooled instead of driving alone	*	*	*	*	*	*	*	*	*	*	*	30%	34%	↔	*	*	*	*	*	*	*	*	*	*	*	↓	↓
	Walked or biked instead of driving	*	*	*	*	*	*	*	*	*	*	*	42%	46%	↔	*	*	*	*	*	*	*	*	*	*	*	↓↓	↓
Natural Environment	Conserved water	*	*	*	*	*	*	*	*	*	*	*	93%	91%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Made home more energy efficient	*	*	*	*	*	*	*	*	*	*	*	79%	76%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Recycled at home	86%	87%	82%	82%	77%	85%	*	88%	83%	87%	92%	90%	96%	↔	*	*	*	*	*	*	*	↑↑	↔	↑↑	↑↑	↔	↑
Built Environment	Did NOT observe a code violation	*	*	*	*	*	*	*	*	*	*	*	31%	41%	↑	*	*	*	*	*	*	*	*	*	*	*	↓↓	↓
	NOT under housing cost stress	*	*	*	*	*	*	*	55%	58%	64%	62%	62%	62%	↔	*	*	*	*	*	*	*	↓↓	↓	↔	↔	↔	↔

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)													2014 rating compared to 2013	Comparison to benchmark												
		02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Economy	Purchased goods or services in Palm Coast	*	*	*	*	*	*	*	*	*	*	*	98%	99%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Economy will have positive impact on income	19%	15%	31%	25%	20%	18%	*	12%	16%	13%	18%	15%	23%	↑	*	*	*	*	*	*	*	↓↓	↔	↓	↔	↔	↔
	Work in Palm Coast	*	*	*	*	*	*	*	*	*	*	*	33%	37%	↔	*	*	*	*	*	*	*	*	*	*	*	↓	↔
Recreation and Wellness	Used Palm Coast recreation centers	73%	72%	59%	49%	50%	52%	*	55%	58%	54%	57%	60%	50%	↓	*	*	*	*	*	*	*	↔	↔	↓	↔	↔	↔
	Visited a City park	78%	80%	78%	75%	76%	81%	*	83%	83%	83%	84%	79%	74%	↔	*	*	*	*	*	*	*	↔	↔	↓	↔	↔	↔
	Ate 5 portions of fruits and vegetables	*	*	*	*	*	*	*	*	*	*	*	83%	79%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Participated in moderate or vigorous physical activity	*	*	*	*	*	*	*	*	*	*	*	83%	81%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	In very good to excellent health	*	*	*	*	*	*	*	*	*	*	*	59%	58%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Education and Enrichment	Used Palm Coast public libraries	84%	84%	*	*	*	*	*	*	82%	76%	70%	61%	64%	↔	*	*	*	*	*	*	*	*	↑↑	↑	↔	↔	↔
	Participated in religious or spiritual activities	*	*	*	*	*	*	*	65%	64%	60%	55%	52%	53%	↔	*	*	*	*	*	*	*	↑↑	↑↑	↑↑	↑	↔	↔
	Attended a City-sponsored event	*	*	*	*	*	*	*	*	*	*	*	50%	51%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Community Engagement	Campaigned for an issue, cause or candidate	*	*	*	*	*	*	*	*	*	*	*	22%	20%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Contacted Palm Coast elected officials	*	*	*	*	*	*	*	*	*	*	*	18%	16%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
	Volunteered	51%	48%	*	*	*	*	*	*	55%	46%	45%	37%	38%	↔	*	*	*	*	*	*	*	*	↑↑	↔	↔	↔	↔
	Participated in a club	*	*	*	*	*	*	*	45%	49%	41%	40%	29%	34%	↔	*	*	*	*	*	*	*	↑↑	↑↑	↑↑	↑↑	↔	↔
	Talked to or visited with neighbors	*	*	*	*	*	*	*	*	*	*	*	*	94%	*	*	*	*	*	*	*	*	*	*	*	*	*	↔
	Done a favor for a neighbor	*	*	*	*	*	*	*	*	*	*	*	*	82%	*	*	*	*	*	*	*	*	*	*	*	*	*	↔

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)													2014 rating compared to 2013	Comparison to benchmark												
	02	03	04	05	06	07	08	09	10	11	12	13	14		02	03	04	05	06	07	08	09	10	11	12	13	14
Attended a local public meeting	41%	37%	33%	39%	34%	32%	*	32%	*	31%	37%	17%	22%	↔	*	*	*	*	*	*	*	↑	*	↔	↑↑	↔	↔
Watched a local public meeting	50%	44%	44%	44%	44%	51%	*	47%	*	40%	38%	28%	18%	↓	*	*	*	*	*	*	*	↔	*	↔	↔	↔	↓
Read or watched local news	*	*	*	*	*	*	*	*	*	*	*	95%	89%	↔	*	*	*	*	*	*	*	*	*	*	*	↔	↔
Voted in local elections	79%	78%	70%	84%	76%	76%	*	89%	81%	78%	82%	81%	87%	↔	*	*	*	*	*	*	*	↑↑	↑	↑	↑↑	↔	↔