



THE NCSTM
The National Citizen SurveyTM

Morro Bay, CA

Technical Appendices
2016



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The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Morro Bay:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Morro Bay as a place to live	58%	N=303	37%	N=195	5%	N=27	0%	N=2	100%	N=527
Your neighborhood as a place to live	45%	N=236	41%	N=216	13%	N=66	2%	N=12	100%	N=530
Morro Bay as a place to raise children	41%	N=175	40%	N=173	17%	N=72	3%	N=11	100%	N=432
Morro Bay as a place to work	17%	N=70	28%	N=115	28%	N=117	27%	N=112	100%	N=414
Morro Bay as a place to visit	65%	N=333	28%	N=144	6%	N=31	1%	N=3	100%	N=512
Morro Bay as a place to retire	60%	N=299	27%	N=134	9%	N=47	3%	N=17	100%	N=496
The overall quality of life in Morro Bay	47%	N=248	45%	N=237	8%	N=43	1%	N=3	100%	N=530

Table 2: Question 2

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Morro Bay	47%	N=248	44%	N=235	6%	N=34	2%	N=13	100%	N=530
Overall ease of getting to the places you usually have to visit	44%	N=236	42%	N=220	12%	N=62	2%	N=12	100%	N=530
Quality of overall natural environment in Morro Bay	59%	N=307	35%	N=181	6%	N=32	0%	N=2	100%	N=522
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	12%	N=61	47%	N=242	34%	N=174	8%	N=40	100%	N=518
Health and wellness opportunities in Morro Bay	19%	N=94	38%	N=186	32%	N=159	11%	N=55	100%	N=495
Overall opportunities for education and enrichment	13%	N=58	33%	N=152	41%	N=191	13%	N=62	100%	N=463
Overall economic health of Morro Bay	8%	N=39	31%	N=147	43%	N=203	17%	N=80	100%	N=468
Sense of community	23%	N=118	44%	N=228	27%	N=138	7%	N=36	100%	N=519
Overall image or reputation of Morro Bay	29%	N=150	51%	N=267	17%	N=88	3%	N=17	100%	N=521

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Morro Bay to someone who asks	57%	N=298	31%	N=161	7%	N=38	5%	N=28	100%	N=525
Remain in Morro Bay for the next five years	70%	N=363	20%	N=104	4%	N=19	6%	N=30	100%	N=517

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	81%	N=427	15%	N=79	1%	N=6	3%	N=16	0%	N=1	100%	N=529
In Morro Bay's downtown/commercial area during the day	74%	N=388	22%	N=113	3%	N=17	1%	N=4	1%	N=3	100%	N=526

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	20%	N=104	51%	N=267	24%	N=127	5%	N=26	100%	N=524
Ease of public parking	19%	N=103	44%	N=233	27%	N=145	9%	N=47	100%	N=529
Ease of travel by car in Morro Bay	34%	N=179	47%	N=249	16%	N=82	3%	N=17	100%	N=526
Ease of travel by public transportation in Morro Bay	10%	N=30	31%	N=97	42%	N=130	17%	N=53	100%	N=311
Ease of travel by bicycle in Morro Bay	27%	N=115	50%	N=210	20%	N=86	3%	N=13	100%	N=424
Ease of walking in Morro Bay	41%	N=212	43%	N=224	13%	N=67	3%	N=16	100%	N=518
Availability of paths and walking trails	28%	N=145	48%	N=247	20%	N=100	4%	N=19	100%	N=510
Air quality	62%	N=328	35%	N=183	3%	N=14	0%	N=1	100%	N=525
Cleanliness of Morro Bay	31%	N=162	52%	N=275	15%	N=77	2%	N=11	100%	N=525
Overall appearance of Morro Bay	26%	N=135	56%	N=294	15%	N=79	4%	N=20	100%	N=527
Public places where people want to spend time	25%	N=127	47%	N=245	25%	N=131	3%	N=16	100%	N=519
Variety of housing options	5%	N=25	18%	N=87	37%	N=181	40%	N=196	100%	N=489
Availability of affordable quality housing	2%	N=10	9%	N=42	24%	N=114	65%	N=309	100%	N=475
Fitness opportunities (including exercise classes and paths or trails, etc.)	25%	N=126	45%	N=229	24%	N=119	7%	N=34	100%	N=508
Recreational opportunities	33%	N=168	43%	N=219	21%	N=105	4%	N=20	100%	N=512
Availability of affordable quality food	18%	N=95	47%	N=244	27%	N=144	8%	N=42	100%	N=525
Availability of affordable quality health care	5%	N=25	22%	N=100	40%	N=184	33%	N=150	100%	N=458
Availability of preventive health services	6%	N=27	17%	N=73	44%	N=186	32%	N=133	100%	N=419
Availability of affordable quality mental health care	3%	N=7	10%	N=29	32%	N=91	55%	N=156	100%	N=282

Table 6: Question 6

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	4%	N=7	24%	N=40	45%	N=74	27%	N=43	100%	N=164
Adult educational opportunities	6%	N=21	32%	N=112	37%	N=131	25%	N=86	100%	N=350
Opportunities to attend cultural/arts/music activities	10%	N=48	38%	N=186	37%	N=180	15%	N=73	100%	N=487
Employment opportunities	1%	N=2	8%	N=32	39%	N=159	53%	N=215	100%	N=409
Shopping opportunities	5%	N=27	25%	N=131	45%	N=233	25%	N=127	100%	N=518
Cost of living in Morro Bay	2%	N=10	14%	N=73	40%	N=204	44%	N=228	100%	N=516
Overall quality of business and service establishments in Morro Bay	9%	N=45	45%	N=233	41%	N=213	5%	N=28	100%	N=519
Vibrant downtown/commercial area	8%	N=41	40%	N=206	42%	N=218	11%	N=55	100%	N=520
Overall quality of new development in Morro Bay	7%	N=31	28%	N=120	46%	N=199	20%	N=86	100%	N=435
Opportunities to participate in social events and activities	13%	N=63	44%	N=212	37%	N=179	6%	N=27	100%	N=480
Opportunities to volunteer	24%	N=99	50%	N=208	22%	N=92	5%	N=20	100%	N=420
Opportunities to participate in community matters	17%	N=77	49%	N=225	26%	N=120	7%	N=34	100%	N=456
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=60	48%	N=210	29%	N=125	10%	N=44	100%	N=439
Neighborliness of residents in Morro Bay	25%	N=130	47%	N=244	20%	N=105	8%	N=42	100%	N=520

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	2%	N=11	98%	N=519	100%	N=529
Made efforts to make your home more energy efficient	22%	N=114	78%	N=414	100%	N=528

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Observed a code violation or other hazard in Morro Bay	45%	N=234	55%	N=285	100%	N=519
Household member was a victim of a crime in Morro Bay	86%	N=456	14%	N=72	100%	N=527
Reported a crime to the police in Morro Bay	77%	N=406	23%	N=124	100%	N=530
Stocked supplies in preparation for an emergency	51%	N=270	49%	N=256	100%	N=526
Campaigned or advocated for an issue, cause or candidate	70%	N=369	30%	N=155	100%	N=525
Contacted the City of Morro Bay (in-person, phone, email or web) for help or information	48%	N=256	52%	N=272	100%	N=528
Contacted Morro Bay elected officials (in-person, phone, email or web) to express your opinion	74%	N=391	26%	N=137	100%	N=528

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Morro Bay?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Morro Bay recreation centers or their services	12%	N=64	17%	N=87	28%	N=148	43%	N=225	100%	N=524
Visited a neighborhood park or City park	30%	N=158	33%	N=174	28%	N=146	10%	N=50	100%	N=528
Used Morro Bay public libraries or their services	15%	N=79	24%	N=126	26%	N=136	35%	N=186	100%	N=527
Attended a City-sponsored event	2%	N=10	12%	N=62	59%	N=310	27%	N=145	100%	N=528
Used bus, rail, subway or other public transportation instead of driving	4%	N=19	4%	N=20	13%	N=70	79%	N=419	100%	N=528
Carpooled with other adults or children instead of driving alone	20%	N=103	16%	N=86	18%	N=96	46%	N=240	100%	N=524
Walked or biked instead of driving	36%	N=187	28%	N=147	19%	N=100	17%	N=91	100%	N=525
Volunteered your time to some group/activity in Morro Bay	10%	N=50	9%	N=49	21%	N=108	60%	N=316	100%	N=523
Participated in a club	6%	N=33	8%	N=39	14%	N=74	72%	N=375	100%	N=521
Talked to or visited with your immediate neighbors	57%	N=301	30%	N=159	10%	N=53	3%	N=14	100%	N=527
Done a favor for a neighbor	28%	N=148	31%	N=163	32%	N=168	9%	N=50	100%	N=528

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	3%	N=13	25%	N=133	72%	N=376	100%	N=524
Watched (online or on television) a local public meeting	3%	N=18	10%	N=51	23%	N=120	64%	N=335	100%	N=523

Table 10: Question 10

Please rate the quality of each of the following services in Morro Bay:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	34%	N=153	44%	N=198	15%	N=67	8%	N=35	100%	N=453
Fire services	55%	N=234	40%	N=167	4%	N=19	1%	N=3	100%	N=422
Ambulance or emergency medical services	52%	N=192	41%	N=153	6%	N=22	2%	N=6	100%	N=373
Crime prevention	21%	N=78	54%	N=205	17%	N=64	8%	N=32	100%	N=378
Fire prevention and education	26%	N=89	49%	N=167	23%	N=79	1%	N=3	100%	N=338
Traffic enforcement	15%	N=61	45%	N=188	28%	N=115	12%	N=49	100%	N=413
Street repair	4%	N=20	20%	N=97	32%	N=158	44%	N=219	100%	N=495
Street cleaning	10%	N=51	37%	N=182	31%	N=152	21%	N=100	100%	N=484
Street lighting	10%	N=51	38%	N=187	34%	N=168	18%	N=89	100%	N=494
Sidewalk maintenance	6%	N=28	27%	N=128	39%	N=182	28%	N=133	100%	N=471

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Please rate the quality of each of the following services in Morro Bay:	Excellent		Good		Fair		Poor		Total	
Traffic signal timing	11%	N=51	52%	N=232	30%	N=133	7%	N=30	100%	N=446
Bus or transit services	16%	N=45	36%	N=102	33%	N=94	15%	N=42	100%	N=284
Garbage collection	46%	N=231	44%	N=223	8%	N=40	2%	N=10	100%	N=505
Recycling	38%	N=190	41%	N=203	10%	N=48	12%	N=58	100%	N=499
Storm drainage	16%	N=73	40%	N=177	33%	N=148	11%	N=49	100%	N=447
Drinking water	10%	N=48	26%	N=130	33%	N=164	31%	N=157	100%	N=499
Sewer services	18%	N=83	49%	N=229	28%	N=133	5%	N=22	100%	N=467
Utility billing	17%	N=81	44%	N=214	30%	N=144	9%	N=42	100%	N=481
City parks	29%	N=146	52%	N=264	14%	N=72	5%	N=23	100%	N=504
Recreation programs or classes	14%	N=44	49%	N=154	26%	N=83	11%	N=36	100%	N=317
Recreation centers or facilities	13%	N=48	48%	N=171	30%	N=107	9%	N=31	100%	N=357
Land use, planning and zoning	4%	N=15	27%	N=101	42%	N=161	27%	N=103	100%	N=380
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=19	31%	N=123	38%	N=151	26%	N=101	100%	N=395
Economic development	3%	N=12	23%	N=79	45%	N=154	29%	N=98	100%	N=342
Public library services	49%	N=192	42%	N=166	7%	N=29	1%	N=4	100%	N=391
Public information services	16%	N=56	44%	N=154	31%	N=109	9%	N=32	100%	N=351
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	N=46	40%	N=135	33%	N=111	12%	N=41	100%	N=334
Preservation of natural areas such as open space, farmlands and greenbelts	20%	N=91	47%	N=209	24%	N=109	9%	N=38	100%	N=448
Morro Bay open space	22%	N=99	43%	N=192	27%	N=122	8%	N=35	100%	N=448
City-sponsored special events	14%	N=62	55%	N=238	25%	N=110	5%	N=24	100%	N=433
Overall customer service by Morro Bay employees (police, receptionists, planners, etc.)	24%	N=106	49%	N=218	21%	N=94	7%	N=29	100%	N=446

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Morro Bay	13%	N=62	52%	N=252	30%	N=143	5%	N=23	100%	N=480
The Federal Government	5%	N=19	29%	N=119	41%	N=168	26%	N=107	100%	N=413

Table 12: Question 12

Please rate the following categories of Morro Bay government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Morro Bay	5%	N=21	36%	N=159	41%	N=181	18%	N=78	100%	N=439
The overall direction that Morro Bay is taking	7%	N=29	35%	N=152	37%	N=160	22%	N=96	100%	N=437
The job Morro Bay government does at welcoming citizen involvement	11%	N=42	34%	N=134	36%	N=145	19%	N=77	100%	N=397
Overall confidence in Morro Bay government	7%	N=29	29%	N=130	35%	N=155	30%	N=135	100%	N=449
Generally acting in the best interest of the community	7%	N=34	32%	N=149	36%	N=164	25%	N=115	100%	N=461
Being honest	9%	N=35	33%	N=134	32%	N=130	26%	N=103	100%	N=402
Treating all residents fairly	8%	N=32	30%	N=124	37%	N=150	26%	N=105	100%	N=411

Table 13: Question 13

Please rate how important, if at all, you think it is for the Morro Bay community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Morro Bay	46%	N=235	30%	N=157	20%	N=101	4%	N=22	100%	N=516
Overall ease of getting to the places you usually have to visit	22%	N=115	43%	N=224	30%	N=152	5%	N=25	100%	N=516

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Please rate how important, if at all, you think it is for the Morro Bay community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Quality of overall natural environment in Morro Bay	54%	N=280	34%	N=173	10%	N=50	2%	N=10	100%	N=513
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	28%	N=147	46%	N=237	22%	N=116	3%	N=16	100%	N=516
Health and wellness opportunities in Morro Bay	29%	N=149	38%	N=194	30%	N=157	3%	N=16	100%	N=516
Overall opportunities for education and enrichment	24%	N=122	41%	N=213	30%	N=152	5%	N=27	100%	N=513
Overall economic health of Morro Bay	44%	N=228	44%	N=230	11%	N=56	1%	N=5	100%	N=518
Sense of community	39%	N=203	43%	N=220	16%	N=85	2%	N=9	100%	N=517

Table 14: Question 14

If the Morro Bay Power Plant were to be demolished and the site were redeveloped, please indicate to what extent you would support or oppose inclusion of the following on that site:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Environmental green space with some biking/walking path access	57%	N=296	27%	N=140	5%	N=28	10%	N=53	100%	N=516
City sports fields and/or a recreation building that would serve residents and be a regional sports tournament destination	34%	N=174	33%	N=168	14%	N=73	18%	N=92	100%	N=506
Hotel facility that generates sufficient transient occupancy tax to rebuild and pave most city streets	22%	N=114	21%	N=109	21%	N=105	36%	N=184	100%	N=512
Office park/light industry center that provides head of household jobs	23%	N=113	26%	N=130	20%	N=99	31%	N=156	100%	N=498
A boatyard/marine services facility	23%	N=109	34%	N=165	23%	N=112	20%	N=97	100%	N=483
Mixed-use retail and restaurant development	21%	N=109	33%	N=167	22%	N=110	24%	N=124	100%	N=510

Table 15: Question 15

If the Morro Bay Power Plant were redeveloped, would you like to see one or more stacks - or parts thereof - retained and integrated into the new design?	Percent	Number
Yes	57%	N=257
No	43%	N=191
Total	100%	N=448

Table 16: Question 16

The City is considering ways to improve the Embarcadero experience for drivers, bicyclists and pedestrians, and to better link the Embarcadero area with our Downtown. To what extent would you support or oppose the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Widening the existing sidewalk on the bay-side of the Embarcadero from about 5 feet to about 13 feet	33%	N=165	33%	N=166	16%	N=82	18%	N=91	100%	N=503
Removing the street-end parking lots next to the bay and converting them to small pedestrian plazas with benches, gardens, small play structures for kids, picnic tables, etc.	24%	N=120	29%	N=142	19%	N=95	28%	N=139	100%	N=495
Making the Embarcadero one-way, northbound, for several blocks with a return couplet through the downtown, and turning the open lane into a two-way bicycle path that eventually connects up to the Morro Creek Bridge	29%	N=141	18%	N=89	19%	N=94	34%	N=167	100%	N=490

Table 17: Question 17

The City requires additional revenue to pave streets, replace aging infrastructure, improve recreation programs and maintain/improve our Police, Fire and Harbor services. To what extent do you support or oppose the each of the following to improve the City's finances:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
On vacant Downtown lots, encourage property owners to build two-story, multi-use buildings with retail/restaurant/services on the ground floor and office space or housing on the second floor	35%	N=176	34%	N=171	15%	N=73	17%	N=83	100%	N=503

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The City requires additional revenue to pave streets, replace aging infrastructure, improve recreation programs and maintain/improve our Police, Fire and Harbor services. To what extent do you support or oppose the each of the following to improve the City's finances:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Encourage existing business to expand in Morro Bay to provide additional head of household jobs	39%	N=191	46%	N=224	10%	N=47	5%	N=25	100%	N=487
Encourage additional small, "boutique" hotels	20%	N=98	37%	N=181	25%	N=121	18%	N=86	100%	N=487
Encourage construction of additional workforce/affordable housing	42%	N=208	32%	N=160	14%	N=70	12%	N=62	100%	N=501
Don't change anything and don't worry about paving streets or improving services	6%	N=28	7%	N=32	15%	N=71	73%	N=348	100%	N=479

Table 18: Question 18

To what extent do you support or oppose each of the following ideas to serve both residents and visitors:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Encourage development of a Maritime Museum	40%	N=199	44%	N=221	11%	N=53	5%	N=24	100%	N=496
Encourage the redevelopment of a new Aquarium	50%	N=254	27%	N=138	11%	N=57	11%	N=58	100%	N=508
Encourage/allow boat B&Bs in the Harbor	26%	N=119	35%	N=159	21%	N=98	18%	N=84	100%	N=460
Encourage aquaculture in the bay	37%	N=165	45%	N=201	10%	N=44	7%	N=32	100%	N=442
Improve bike lanes and parking, even if there is some impact on automobile drivers and car parking	31%	N=158	35%	N=176	18%	N=92	16%	N=83	100%	N=509
Expand improve walking paths and sidewalks, even if there is some impact on automobile drivers and car parking	32%	N=162	37%	N=191	16%	N=84	15%	N=76	100%	N=512

Table 19: Question 19

Would you come to free summer-evening concerts in the Downtown or a City park?	Percent	Number
Yes	93%	N=389
No	7%	N=30
Total	100%	N=419

Table 20: Question 20

Would you want the City to expend resources to help host a concert series on some fall weekends?	Percent	Number
Yes	78%	N=308
No	22%	N=89
Total	100%	N=397

Table 21: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	1%	N=3	0%	N=3	2%	N=10	15%	N=80	82%	N=433	100%	N=529
Purchase goods or services from a business located in Morro Bay	0%	N=0	1%	N=3	21%	N=109	51%	N=271	28%	N=146	100%	N=529
Eat at least 5 portions of fruits and vegetables a day	3%	N=17	8%	N=39	33%	N=172	32%	N=167	24%	N=126	100%	N=521
Participate in moderate or vigorous physical activity	2%	N=12	6%	N=34	31%	N=161	35%	N=186	25%	N=132	100%	N=525
Read or watch local news (via television, paper, computer, etc.)	5%	N=24	9%	N=48	20%	N=106	28%	N=149	38%	N=202	100%	N=529
Vote in local elections	10%	N=53	4%	N=21	7%	N=39	17%	N=92	61%	N=325	100%	N=529

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Table 22: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	27%	N=139
Very good	43%	N=223
Good	22%	N=116
Fair	6%	N=32
Poor	3%	N=14
Total	100%	N=524

Table 23: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=34
Somewhat positive	20%	N=103
Neutral	56%	N=293
Somewhat negative	16%	N=87
Very negative	2%	N=8
Total	100%	N=525

Table 24: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=281
Working part time for pay	12%	N=61
Unemployed, looking for paid work	2%	N=9
Unemployed, not looking for paid work	2%	N=13
Fully retired	31%	N=163
Total	100%	N=527

Table 25: Question D5

Do you work inside the boundaries of Morro Bay?	Percent	Number
Yes, outside the home	22%	N=108
Yes, from home	9%	N=46
No	69%	N=346
Total	100%	N=500

Table 26: Question D6

How many years have you lived in Morro Bay?	Percent	Number
Less than 2 years	14%	N=75
2 to 5 years	23%	N=122
6 to 10 years	14%	N=72
11 to 20 years	22%	N=114
More than 20 years	28%	N=145
Total	100%	N=528

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Table 27: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	71%	N=374
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=131
Mobile home	3%	N=17
Other	2%	N=9
Total	100%	N=530

Table 28: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	45%	N=236
Owned	55%	N=292
Total	100%	N=528

Table 29: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$600 per month	9%	N=44
\$600 to \$999 per month	17%	N=85
\$1,000 to \$1,499 per month	26%	N=134
\$1,500 to \$2,499 per month	34%	N=174
\$2,500 to \$2,999 per month	7%	N=34
\$3,000 or more per month	8%	N=38
Total	100%	N=509

Table 30: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=428
Yes	19%	N=100
Total	100%	N=528

Table 31: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	63%	N=329
Yes	37%	N=197
Total	100%	N=526

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Table 32: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	13%	N=65
\$25,000 to \$49,999	23%	N=115
\$50,000 to \$99,999	39%	N=192
\$100,000 to \$149,999	12%	N=60
\$150,000 or more	12%	N=61
Total	100%	N=492

Table 33: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	89%	N=460
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	N=56
Total	100%	N=516

Table 34: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=20
Asian, Asian Indian or Pacific Islander	1%	N=7
Black or African American	1%	N=4
White	91%	N=467
Other	6%	N=33

Total may exceed 100% as respondents could select more than one option.

Table 35: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=18
25 to 34 years	18%	N=96
35 to 44 years	11%	N=57
45 to 54 years	18%	N=94
55 to 64 years	19%	N=99
65 to 74 years	19%	N=99
75 years or older	11%	N=56
Total	100%	N=519

Table 36: Question D16

What is your sex?	Percent	Number
Female	53%	N=273
Male	47%	N=242
Total	100%	N=515

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Table 37: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=353
Land line	20%	N=103
Both	13%	N=69
Total	100%	N=526

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Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 38: Question 1

Please rate each of the following aspects of quality of life in Morro Bay:	Excellent		Good		Fair		Poor		Don't know		Total	
Morro Bay as a place to live	57%	N=303	37%	N=195	5%	N=27	0%	N=2	0%	N=1	100%	N=528
Your neighborhood as a place to live	45%	N=236	41%	N=216	13%	N=66	2%	N=12	0%	N=0	100%	N=530
Morro Bay as a place to raise children	34%	N=175	33%	N=173	14%	N=72	2%	N=11	17%	N=86	100%	N=518
Morro Bay as a place to work	13%	N=70	22%	N=115	22%	N=117	21%	N=112	21%	N=111	100%	N=525
Morro Bay as a place to visit	63%	N=333	27%	N=144	6%	N=31	1%	N=3	3%	N=14	100%	N=526
Morro Bay as a place to retire	57%	N=299	25%	N=134	9%	N=47	3%	N=17	6%	N=31	100%	N=527
The overall quality of life in Morro Bay	47%	N=248	45%	N=237	8%	N=43	1%	N=3	0%	N=0	100%	N=530

Table 39: Question 2

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Morro Bay	47%	N=248	44%	N=235	6%	N=34	2%	N=13	0%	N=0	100%	N=530
Overall ease of getting to the places you usually have to visit	44%	N=236	41%	N=220	12%	N=62	2%	N=12	0%	N=1	100%	N=531
Quality of overall natural environment in Morro Bay	59%	N=307	35%	N=181	6%	N=32	0%	N=2	0%	N=2	100%	N=524
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	12%	N=61	46%	N=242	33%	N=174	8%	N=40	2%	N=9	100%	N=527
Health and wellness opportunities in Morro Bay	18%	N=94	36%	N=186	30%	N=159	11%	N=55	5%	N=28	100%	N=523
Overall opportunities for education and enrichment	11%	N=58	29%	N=152	37%	N=191	12%	N=62	11%	N=59	100%	N=522
Overall economic health of Morro Bay	7%	N=39	28%	N=147	39%	N=203	15%	N=80	11%	N=57	100%	N=526
Sense of community	22%	N=118	43%	N=228	26%	N=138	7%	N=36	1%	N=8	100%	N=527
Overall image or reputation of Morro Bay	28%	N=150	50%	N=267	17%	N=88	3%	N=17	2%	N=9	100%	N=530

Table 40: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Morro Bay to someone who asks	56%	N=298	31%	N=161	7%	N=38	5%	N=28	1%	N=4	100%	N=529
Remain in Morro Bay for the next five years	69%	N=363	20%	N=104	4%	N=19	6%	N=30	1%	N=7	100%	N=524

Table 41: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	81%	N=427	15%	N=79	1%	N=6	3%	N=16	0%	N=1	0%	N=0	100%	N=529
In Morro Bay's downtown/commercial area during the day	74%	N=388	21%	N=113	3%	N=17	1%	N=4	1%	N=3	0%	N=1	100%	N=527

Table 42: Question 5

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	20%	N=104	51%	N=267	24%	N=127	5%	N=26	0%	N=1	100%	N=524
Ease of public parking	19%	N=103	44%	N=233	27%	N=145	9%	N=47	0%	N=0	100%	N=529

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Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Ease of travel by car in Morro Bay	34%	N=179	47%	N=249	16%	N=82	3%	N=17	0%	N=2	100%	N=528
Ease of travel by public transportation in Morro Bay	6%	N=30	19%	N=97	25%	N=130	10%	N=53	40%	N=208	100%	N=518
Ease of travel by bicycle in Morro Bay	22%	N=115	41%	N=210	17%	N=86	3%	N=13	18%	N=93	100%	N=517
Ease of walking in Morro Bay	40%	N=212	43%	N=224	13%	N=67	3%	N=16	1%	N=6	100%	N=524
Availability of paths and walking trails	28%	N=145	47%	N=247	19%	N=100	4%	N=19	3%	N=14	100%	N=523
Air quality	62%	N=328	35%	N=183	3%	N=14	0%	N=1	1%	N=3	100%	N=528
Cleanliness of Morro Bay	31%	N=162	52%	N=275	15%	N=77	2%	N=11	0%	N=0	100%	N=525
Overall appearance of Morro Bay	26%	N=135	56%	N=294	15%	N=79	4%	N=20	0%	N=1	100%	N=528
Public places where people want to spend time	24%	N=127	47%	N=245	25%	N=131	3%	N=16	1%	N=5	100%	N=525
Variety of housing options	5%	N=25	16%	N=87	34%	N=181	37%	N=196	7%	N=39	100%	N=527
Availability of affordable quality housing	2%	N=10	8%	N=42	22%	N=114	59%	N=309	9%	N=49	100%	N=524
Fitness opportunities (including exercise classes and paths or trails, etc.)	24%	N=126	43%	N=229	23%	N=119	6%	N=34	4%	N=20	100%	N=527
Recreational opportunities	32%	N=168	42%	N=219	20%	N=105	4%	N=20	2%	N=13	100%	N=525
Availability of affordable quality food	18%	N=95	46%	N=244	27%	N=144	8%	N=42	0%	N=2	100%	N=527
Availability of affordable quality health care	5%	N=25	19%	N=100	35%	N=184	29%	N=150	13%	N=67	100%	N=525
Availability of preventive health services	5%	N=27	14%	N=73	35%	N=186	25%	N=133	20%	N=105	100%	N=524
Availability of affordable quality mental health care	1%	N=7	5%	N=29	17%	N=91	30%	N=156	46%	N=244	100%	N=527

Table 43: Question 6

Please rate each of the following characteristics as they relate to Morro Bay as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	1%	N=7	8%	N=40	14%	N=74	8%	N=43	69%	N=360	100%	N=524
Adult educational opportunities	4%	N=21	22%	N=112	25%	N=131	17%	N=86	33%	N=170	100%	N=521
Opportunities to attend cultural/arts/music activities	9%	N=48	35%	N=186	34%	N=180	14%	N=73	7%	N=38	100%	N=526
Employment opportunities	0%	N=2	6%	N=32	30%	N=159	41%	N=215	22%	N=118	100%	N=527
Shopping opportunities	5%	N=27	25%	N=131	45%	N=233	24%	N=127	0%	N=2	100%	N=520
Cost of living in Morro Bay	2%	N=10	14%	N=73	39%	N=204	44%	N=228	1%	N=5	100%	N=520
Overall quality of business and service establishments in Morro Bay	9%	N=45	44%	N=233	40%	N=213	5%	N=28	1%	N=7	100%	N=526
Vibrant downtown/commercial area	8%	N=41	39%	N=206	42%	N=218	10%	N=55	1%	N=5	100%	N=524
Overall quality of new development in Morro Bay	6%	N=31	23%	N=120	38%	N=199	16%	N=86	16%	N=85	100%	N=520
Opportunities to participate in social events and activities	12%	N=63	40%	N=212	34%	N=179	5%	N=27	9%	N=46	100%	N=527
Opportunities to volunteer	19%	N=99	40%	N=208	18%	N=92	4%	N=20	20%	N=105	100%	N=525
Opportunities to participate in community matters	15%	N=77	43%	N=225	23%	N=120	7%	N=34	13%	N=66	100%	N=522
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=60	40%	N=210	24%	N=125	8%	N=44	17%	N=87	100%	N=526
Neighborliness of residents in Morro Bay	25%	N=130	46%	N=244	20%	N=105	8%	N=42	2%	N=8	100%	N=528

Table 44: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	2%	N=11	98%	N=519	100%	N=529
Made efforts to make your home more energy efficient	22%	N=114	78%	N=414	100%	N=528
Observed a code violation or other hazard in Morro Bay	45%	N=234	55%	N=285	100%	N=519
Household member was a victim of a crime in Morro Bay	86%	N=456	14%	N=72	100%	N=527

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Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Reported a crime to the police in Morro Bay	77%	N=406	23%	N=124	100%	N=530
Stocked supplies in preparation for an emergency	51%	N=270	49%	N=256	100%	N=526
Campaigned or advocated for an issue, cause or candidate	70%	N=369	30%	N=155	100%	N=525
Contacted the City of Morro Bay (in-person, phone, email or web) for help or information	48%	N=256	52%	N=272	100%	N=528
Contacted Morro Bay elected officials (in-person, phone, email or web) to express your opinion	74%	N=391	26%	N=137	100%	N=528

Table 45: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Morro Bay?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Morro Bay recreation centers or their services	12%	N=64	17%	N=87	28%	N=148	43%	N=225	100%	N=524
Visited a neighborhood park or City park	30%	N=158	33%	N=174	28%	N=146	10%	N=50	100%	N=528
Used Morro Bay public libraries or their services	15%	N=79	24%	N=126	26%	N=136	35%	N=186	100%	N=527
Attended a City-sponsored event	2%	N=10	12%	N=62	59%	N=310	27%	N=145	100%	N=528
Used bus, rail, subway or other public transportation instead of driving	4%	N=19	4%	N=20	13%	N=70	79%	N=419	100%	N=528
Carpooled with other adults or children instead of driving alone	20%	N=103	16%	N=86	18%	N=96	46%	N=240	100%	N=524
Walked or biked instead of driving	36%	N=187	28%	N=147	19%	N=100	17%	N=91	100%	N=525
Volunteered your time to some group/activity in Morro Bay	10%	N=50	9%	N=49	21%	N=108	60%	N=316	100%	N=523
Participated in a club	6%	N=33	8%	N=39	14%	N=74	72%	N=375	100%	N=521
Talked to or visited with your immediate neighbors	57%	N=301	30%	N=159	10%	N=53	3%	N=14	100%	N=527
Done a favor for a neighbor	28%	N=148	31%	N=163	32%	N=168	9%	N=50	100%	N=528

Table 46: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	3%	N=13	25%	N=133	72%	N=376	100%	N=524
Watched (online or on television) a local public meeting	3%	N=18	10%	N=51	23%	N=120	64%	N=335	100%	N=523

Table 47: Question 10

Please rate the quality of each of the following services in Morro Bay:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	30%	N=153	38%	N=198	13%	N=67	7%	N=35	12%	N=61	100%	N=514
Fire services	45%	N=234	32%	N=167	4%	N=19	1%	N=3	18%	N=93	100%	N=515
Ambulance or emergency medical services	37%	N=192	30%	N=153	4%	N=22	1%	N=6	28%	N=142	100%	N=515
Crime prevention	15%	N=78	40%	N=205	13%	N=64	6%	N=32	26%	N=131	100%	N=509
Fire prevention and education	17%	N=89	33%	N=167	15%	N=79	1%	N=3	34%	N=174	100%	N=512
Traffic enforcement	12%	N=61	37%	N=188	23%	N=115	10%	N=49	19%	N=99	100%	N=512
Street repair	4%	N=20	19%	N=97	31%	N=158	43%	N=219	3%	N=18	100%	N=512
Street cleaning	10%	N=51	35%	N=182	30%	N=152	19%	N=100	5%	N=28	100%	N=512
Street lighting	10%	N=51	36%	N=187	33%	N=168	17%	N=89	4%	N=19	100%	N=513
Sidewalk maintenance	5%	N=28	25%	N=128	36%	N=182	26%	N=133	8%	N=41	100%	N=513
Traffic signal timing	10%	N=51	46%	N=232	26%	N=133	6%	N=30	13%	N=64	100%	N=510
Bus or transit services	9%	N=45	20%	N=102	18%	N=94	8%	N=42	44%	N=226	100%	N=510

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Please rate the quality of each of the following services in Morro Bay:	Excellent		Good		Fair		Poor		Don't know		Total	
Garbage collection	45%	N=231	43%	N=223	8%	N=40	2%	N=10	2%	N=12	100%	N=517
Recycling	37%	N=190	39%	N=203	9%	N=48	11%	N=58	3%	N=16	100%	N=515
Storm drainage	14%	N=73	34%	N=177	29%	N=148	9%	N=49	13%	N=66	100%	N=513
Drinking water	9%	N=48	25%	N=130	32%	N=164	30%	N=157	3%	N=18	100%	N=517
Sewer services	16%	N=83	45%	N=229	26%	N=133	4%	N=22	8%	N=43	100%	N=511
Utility billing	16%	N=81	42%	N=214	28%	N=144	8%	N=42	5%	N=27	100%	N=508
City parks	28%	N=146	51%	N=264	14%	N=72	4%	N=23	2%	N=12	100%	N=516
Recreation programs or classes	8%	N=44	30%	N=154	16%	N=83	7%	N=36	38%	N=198	100%	N=515
Recreation centers or facilities	9%	N=48	34%	N=171	21%	N=107	6%	N=31	30%	N=151	100%	N=508
Land use, planning and zoning	3%	N=15	20%	N=101	31%	N=161	20%	N=103	26%	N=131	100%	N=511
Code enforcement (weeds, abandoned buildings, etc.)	4%	N=19	24%	N=123	30%	N=151	20%	N=101	23%	N=117	100%	N=511
Economic development	2%	N=12	16%	N=79	31%	N=154	20%	N=98	32%	N=158	100%	N=501
Public library services	37%	N=192	32%	N=166	6%	N=29	1%	N=4	24%	N=123	100%	N=514
Public information services	11%	N=56	30%	N=154	22%	N=109	6%	N=32	31%	N=157	100%	N=508
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	N=46	27%	N=135	22%	N=111	8%	N=41	34%	N=170	100%	N=504
Preservation of natural areas such as open space, farmlands and greenbelts	18%	N=91	42%	N=209	22%	N=109	8%	N=38	11%	N=56	100%	N=504
Morro Bay open space	20%	N=99	38%	N=192	24%	N=122	7%	N=35	11%	N=57	100%	N=505
City-sponsored special events	12%	N=62	47%	N=238	22%	N=110	5%	N=24	14%	N=73	100%	N=507
Overall customer service by Morro Bay employees (police, receptionists, planners, etc.)	21%	N=106	43%	N=218	19%	N=94	6%	N=29	12%	N=58	100%	N=505

Table 48: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Morro Bay	12%	N=62	49%	N=252	28%	N=143	4%	N=23	6%	N=31	100%	N=510
The Federal Government	4%	N=19	23%	N=119	33%	N=168	21%	N=107	19%	N=94	100%	N=507

Table 49: Question 12

Please rate the following categories of Morro Bay government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Morro Bay	4%	N=21	31%	N=159	35%	N=181	15%	N=78	14%	N=74	100%	N=513
The overall direction that Morro Bay is taking	6%	N=29	30%	N=152	31%	N=160	19%	N=96	15%	N=78	100%	N=515
The job Morro Bay government does at welcoming citizen involvement	8%	N=42	26%	N=134	28%	N=145	15%	N=77	22%	N=114	100%	N=511
Overall confidence in Morro Bay government	6%	N=29	25%	N=130	30%	N=155	26%	N=135	13%	N=65	100%	N=514
Generally acting in the best interest of the community	7%	N=34	29%	N=149	32%	N=164	22%	N=115	10%	N=54	100%	N=515
Being honest	7%	N=35	26%	N=134	25%	N=130	20%	N=103	22%	N=112	100%	N=514
Treating all residents fairly	6%	N=32	24%	N=124	29%	N=150	20%	N=105	20%	N=104	100%	N=515

Table 50: Question 13

Please rate how important, if at all, you think it is for the Morro Bay community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Morro Bay	46%	N=235	30%	N=157	20%	N=101	4%	N=22	100%	N=516
Overall ease of getting to the places you usually have to visit	22%	N=115	43%	N=224	30%	N=152	5%	N=25	100%	N=516

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Please rate how important, if at all, you think it is for the Morro Bay community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Quality of overall natural environment in Morro Bay	54%	N=280	34%	N=173	10%	N=50	2%	N=10	100%	N=513
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	28%	N=147	46%	N=237	22%	N=116	3%	N=16	100%	N=516
Health and wellness opportunities in Morro Bay	29%	N=149	38%	N=194	30%	N=157	3%	N=16	100%	N=516
Overall opportunities for education and enrichment	24%	N=122	41%	N=213	30%	N=152	5%	N=27	100%	N=513
Overall economic health of Morro Bay	44%	N=228	44%	N=230	11%	N=56	1%	N=5	100%	N=518
Sense of community	39%	N=203	43%	N=220	16%	N=85	2%	N=9	100%	N=517

Table 51: Question 14

If the Morro Bay Power Plant were to be demolished and the site were redeveloped, please indicate to what extent you would support or oppose inclusion of the following on that site:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Environmental green space with some biking/walking path access	56%	N=296	27%	N=140	5%	N=28	10%	N=53	2%	N=9	100%	N=525
City sports fields and/or a recreation building that would serve residents and be a regional sports tournament destination	33%	N=174	32%	N=168	14%	N=73	18%	N=92	3%	N=17	100%	N=522
Hotel facility that generates sufficient transient occupancy tax to rebuild and pave most city streets	22%	N=114	21%	N=109	20%	N=105	35%	N=184	2%	N=12	100%	N=523
Office park/light industry center that provides head of household jobs	22%	N=113	25%	N=130	19%	N=99	30%	N=156	3%	N=17	100%	N=514
A boatyard/marine services facility	21%	N=109	32%	N=165	22%	N=112	19%	N=97	7%	N=34	100%	N=517
Mixed-use retail and restaurant development	21%	N=109	32%	N=167	21%	N=110	24%	N=124	3%	N=16	100%	N=526

Table 52: Question 15

If the Morro Bay Power Plant were redeveloped, would you like to see one or more stacks - or parts thereof - retained and integrated into the new design?	Percent	Number
Yes	50%	N=257
No	37%	N=191
Don't know	13%	N=64
Total	100%	N=512

Table 53: Question 16

The City is considering ways to improve the Embarcadero experience for drivers, bicyclists and pedestrians, and to better link the Embarcadero area with our Downtown. To what extent would you support or oppose the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Widening the existing sidewalk on the bay-side of the Embarcadero from about 5 feet to about 13 feet	31%	N=165	32%	N=166	16%	N=82	17%	N=91	4%	N=21	100%	N=525
Removing the street-end parking lots next to the bay and converting them to small pedestrian plazas with benches, gardens, small play structures for kids, picnic tables, etc.	23%	N=120	27%	N=142	18%	N=95	27%	N=139	6%	N=30	100%	N=525
Making the Embarcadero one-way, northbound, for several blocks with a return couplet through the downtown, and turning the open lane into a two-way bicycle path that eventually connects up to the Morro Creek Bridge	27%	N=141	17%	N=89	18%	N=94	32%	N=167	6%	N=34	100%	N=524

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Table 54: Question 17

The City requires additional revenue to pave streets, replace aging infrastructure, improve recreation programs and maintain/improve our Police, Fire and Harbor services. To what extent do you support or oppose the each of the following to improve the City's finances:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
On vacant Downtown lots, encourage property owners to build two-story, multi-use buildings with retail/restaurant/services on the ground floor and office space or housing on the second floor	34%	N=176	33%	N=171	14%	N=73	16%	N=83	4%	N=21	100%	N=524
Encourage existing business to expand in Morro Bay to provide additional head of household jobs	37%	N=191	43%	N=224	9%	N=47	5%	N=25	6%	N=33	100%	N=520
Encourage additional small, "boutique" hotels	19%	N=98	35%	N=181	24%	N=121	17%	N=86	6%	N=29	100%	N=516
Encourage construction of additional workforce/affordable housing	40%	N=208	31%	N=160	14%	N=70	12%	N=62	4%	N=20	100%	N=520
Don't change anything and don't worry about paving streets or improving services	5%	N=28	6%	N=32	14%	N=71	69%	N=348	6%	N=28	100%	N=507

Table 55: Question 18

To what extent do you support or oppose each of the following ideas to serve both residents and visitors:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Encourage development of a Maritime Museum	38%	N=199	42%	N=221	10%	N=53	5%	N=24	5%	N=25	100%	N=522
Encourage the redevelopment of a new Aquarium	48%	N=254	26%	N=138	11%	N=57	11%	N=58	3%	N=18	100%	N=526
Encourage/allow boat B&Bs in the Harbor	23%	N=119	30%	N=159	19%	N=98	16%	N=84	12%	N=62	100%	N=522
Encourage aquaculture in the bay	33%	N=165	40%	N=201	9%	N=44	6%	N=32	13%	N=64	100%	N=506
Improve bike lanes and parking, even if there is some impact on automobile drivers and car parking	30%	N=158	34%	N=176	18%	N=92	16%	N=83	3%	N=15	100%	N=524
Expand improve walking paths and sidewalks, even if there is some impact on automobile drivers and car parking	31%	N=162	36%	N=191	16%	N=84	14%	N=76	2%	N=12	100%	N=524

Table 56: Question 19

Would you come to free summer-evening concerts in the Downtown or a City park?	Percent	Number
Yes	74%	N=389
No	6%	N=30
Not sure	21%	N=111
Total	100%	N=530

Table 57: Question 20

Would you want the City to expend resources to help host a concert series on some fall weekends?	Percent	Number
Yes	58%	N=308
No	17%	N=89
Not sure	25%	N=131
Total	100%	N=528

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Table 58: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	1%	N=3	0%	N=3	2%	N=10	15%	N=80	82%	N=433	100%	N=529
Purchase goods or services from a business located in Morro Bay	0%	N=0	1%	N=3	21%	N=109	51%	N=271	28%	N=146	100%	N=529
Eat at least 5 portions of fruits and vegetables a day	3%	N=17	8%	N=39	33%	N=172	32%	N=167	24%	N=126	100%	N=521
Participate in moderate or vigorous physical activity	2%	N=12	6%	N=34	31%	N=161	35%	N=186	25%	N=132	100%	N=525
Read or watch local news (via television, paper, computer, etc.)	5%	N=24	9%	N=48	20%	N=106	28%	N=149	38%	N=202	100%	N=529
Vote in local elections	10%	N=53	4%	N=21	7%	N=39	17%	N=92	61%	N=325	100%	N=529

Table 59: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	27%	N=139
Very good	43%	N=223
Good	22%	N=116
Fair	6%	N=32
Poor	3%	N=14
Total	100%	N=524

Table 60: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	7%	N=34
Somewhat positive	20%	N=103
Neutral	56%	N=293
Somewhat negative	16%	N=87
Very negative	2%	N=8
Total	100%	N=525

Table 61: Question D4

What is your employment status?	Percent	Number
Working full time for pay	53%	N=281
Working part time for pay	12%	N=61
Unemployed, looking for paid work	2%	N=9
Unemployed, not looking for paid work	2%	N=13
Fully retired	31%	N=163
Total	100%	N=527

Table 62: Question D5

Do you work inside the boundaries of Morro Bay?	Percent	Number
Yes, outside the home	22%	N=108
Yes, from home	9%	N=46
No	69%	N=346
Total	100%	N=500

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Table 63: Question D6

How many years have you lived in Morro Bay?	Percent	Number
Less than 2 years	14%	N=75
2 to 5 years	23%	N=122
6 to 10 years	14%	N=72
11 to 20 years	22%	N=114
More than 20 years	28%	N=145
Total	100%	N=528

Table 64: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	71%	N=374
Building with two or more homes (duplex, townhome, apartment or condominium)	25%	N=131
Mobile home	3%	N=17
Other	2%	N=9
Total	100%	N=530

Table 65: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	45%	N=236
Owned	55%	N=292
Total	100%	N=528

Table 66: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$600 per month	9%	N=44
\$600 to \$999 per month	17%	N=85
\$1,000 to \$1,499 per month	26%	N=134
\$1,500 to \$2,499 per month	34%	N=174
\$2,500 to \$2,999 per month	7%	N=34
\$3,000 or more per month	8%	N=38
Total	100%	N=509

Table 67: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	81%	N=428
Yes	19%	N=100
Total	100%	N=528

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Table 68: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	63%	N=329
Yes	37%	N=197
Total	100%	N=526

Table 69: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	13%	N=65
\$25,000 to \$49,999	23%	N=115
\$50,000 to \$99,999	39%	N=192
\$100,000 to \$149,999	12%	N=60
\$150,000 or more	12%	N=61
Total	100%	N=492

Table 70: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	89%	N=460
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	N=56
Total	100%	N=516

Table 71: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	4%	N=20
Asian, Asian Indian or Pacific Islander	1%	N=7
Black or African American	1%	N=4
White	91%	N=467
Other	6%	N=33

Total may exceed 100% as respondents could select more than one option.

Table 72: Question D15

In which category is your age?	Percent	Number
18 to 24 years	3%	N=18
25 to 34 years	18%	N=96
35 to 44 years	11%	N=57
45 to 54 years	18%	N=94
55 to 64 years	19%	N=99
65 to 74 years	19%	N=99
75 years or older	11%	N=56
Total	100%	N=519

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Table 73: Question D16

What is your sex?	Percent	Number
Female	53%	N=273
Male	47%	N=242
Total	100%	N=515

Table 74: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	67%	N=353
Land line	20%	N=103
Both	13%	N=69
Total	100%	N=526

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Morro Bay chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Morro Bay’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Morro Bay’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Morro Bay’s rating to the benchmark.

In that final column, Morro Bay’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Morro Bay residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 75: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Morro Bay	91%	60	408	Higher
Overall image or reputation of Morro Bay	80%	123	310	Similar
Morro Bay as a place to live	94%	63	353	Similar
Your neighborhood as a place to live	85%	97	275	Similar
Morro Bay as a place to raise children	81%	159	345	Similar
Morro Bay as a place to retire	87%	7	325	Much higher
Overall appearance of Morro Bay	81%	117	317	Similar

Table 76: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Morro Bay	91%	73	254	Similar
	In your neighborhood during the day	96%	86	315	Similar
	In Morro Bay's downtown/commercial area during the day	95%	72	267	Similar
Mobility	Overall ease of getting to the places you usually have to visit	86%	18	174	Higher
	Availability of paths and walking trails	77%	70	276	Similar
	Ease of walking in Morro Bay	84%	29	258	Higher
	Ease of travel by bicycle in Morro Bay	77%	26	261	Higher
	Ease of travel by public transportation in Morro Bay	41%	65	150	Similar
	Ease of travel by car in Morro Bay	81%	21	266	Higher
	Ease of public parking	64%	46	142	Similar
Natural Environment	Traffic flow on major streets	71%	30	315	Higher
	Quality of overall natural environment in Morro Bay	94%	14	243	Higher
	Cleanliness of Morro Bay	83%	88	242	Similar
Built Environment	Air quality	97%	3	223	Much higher
	Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	59%	99	165	Similar
	Overall quality of new development in Morro Bay	35%	224	252	Lower
	Availability of affordable quality housing	11%	262	268	Much lower
	Variety of housing options	23%	237	247	Much lower
Economy	Public places where people want to spend time	72%	54	159	Similar
	Overall economic health of Morro Bay	40%	131	170	Lower
	Vibrant downtown/commercial area	48%	68	153	Similar
	Overall quality of business and service establishments in Morro Bay	54%	162	240	Similar
	Cost of living in Morro Bay	16%	158	167	Much lower
	Shopping opportunities	31%	222	262	Lower
	Employment opportunities	8%	273	279	Much lower
	Morro Bay as a place to visit	93%	9	181	Much higher
	Morro Bay as a place to work	45%	267	323	Lower
	Recreation and Wellness	Health and wellness opportunities in Morro Bay	57%	126	167
Availability of affordable quality mental health care		13%	141	144	Much lower
Availability of preventive health services		24%	200	206	Much lower
Availability of affordable quality health care		27%	222	229	Much lower
Availability of affordable quality food		65%	119	206	Similar
Recreational opportunities	76%	64	268	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	70%	74	160	Similar
Education and Enrichment	Overall opportunities for education and enrichment	45%	139	166	Lower
	Opportunities to attend cultural/arts/music activities	48%	173	261	Similar
	Adult educational opportunities	38%	136	150	Lower
	Availability of affordable quality child care/preschool	28%	210	225	Lower
Community Engagement	Opportunities to participate in social events and activities	57%	122	228	Similar
	Neighborliness of Morro Bay	72%	30	160	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	61%	150	255	Similar
	Opportunities to participate in community matters	66%	108	242	Similar
	Opportunities to volunteer	73%	99	233	Similar

Table 77: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Morro Bay	65%	294	398	Similar
Overall customer service by Morro Bay employees (police, receptionists, planners, etc.)	72%	213	331	Similar
Value of services for the taxes paid to Morro Bay	41%	291	356	Similar
Overall direction that Morro Bay is taking	42%	253	287	Lower
Job Morro Bay government does at welcoming citizen involvement	44%	197	279	Similar
Overall confidence in Morro Bay government	36%	145	167	Lower
Generally acting in the best interest of the community	40%	145	167	Lower
Being honest	42%	132	161	Similar
Treating all residents fairly	38%	138	166	Lower
Services provided by the Federal Government	33%	174	219	Similar

Table 78: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	77%	236	405	Similar
	Fire services	95%	73	329	Similar
	Ambulance or emergency medical services	93%	88	312	Similar
	Crime prevention	75%	164	319	Similar
	Fire prevention and education	76%	137	254	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	54%	186	252	Similar
Mobility	Traffic enforcement	60%	232	336	Similar
	Street repair	24%	336	378	Lower
	Street cleaning	48%	240	288	Lower
	Street lighting	48%	231	280	Similar
	Sidewalk maintenance	33%	257	288	Lower
	Traffic signal timing	63%	33	228	Similar
Natural Environment	Bus or transit services	52%	100	194	Similar
	Garbage collection	90%	47	311	Similar
	Recycling	79%	190	322	Similar
	Drinking water	36%	298	300	Much lower
	Preservation of natural areas such as open space, farmlands and greenbelts	67%	79	230	Similar
	Morro Bay open space	65%	55	152	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Built Environment	Storm drainage	56%	221	326	Similar
	Sewer services	67%	232	287	Similar
	Utility billing	61%	102	146	Similar
	Land use, planning and zoning	31%	246	266	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	36%	260	328	Similar
Economy	Economic development	26%	233	254	Lower
Recreation and Wellness	City parks	81%	169	293	Similar
	Recreation programs or classes	62%	251	310	Similar
	Recreation centers or facilities	61%	184	253	Similar
Education and Enrichment	City-sponsored special events	69%	91	180	Similar
	Public library services	92%	57	307	Similar
Community Engagement	Public information services	60%	176	260	Similar

Table 79: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	67%	109	273	Similar
Recommend living in Morro Bay to someone who asks	87%	140	251	Similar
Remain in Morro Bay for the next five years	90%	36	244	Similar
Contacted Morro Bay (in-person, phone, email or web) for help or information	52%	84	281	Similar

Table 80: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	49%	22	147	Higher
	Did NOT report a crime to the police	77%	101	163	Similar
	Household member was NOT a victim of a crime	86%	170	241	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	21%	66	134	Similar
	Carpooled with other adults or children instead of driving alone	54%	17	155	Higher
	Walked or biked instead of driving	83%	13	160	Much higher
Natural Environment	Made efforts to conserve water	98%	6	149	Higher
	Made efforts to make your home more energy efficient	78%	61	150	Similar
	Recycle at home	99%	4	226	Higher
Built Environment	Did NOT observe a code violation or other hazard in Morro Bay	45%	112	154	Similar
	NOT experiencing housing costs stress	77%	38	222	Similar
Economy	Purchase goods or services from a business located in Morro Bay	99%	3	157	Similar
	Economy will have positive impact on income	26%	119	224	Similar
	Work inside boundaries of Morro Bay	31%	107	157	Lower
Recreation and Wellness	Used Morro Bay recreation centers or their services	57%	108	212	Similar
	Visited a neighborhood park or City park	90%	45	244	Similar
	Eat at least 5 portions of fruits and vegetables a day	89%	15	153	Similar
	Participate in moderate or vigorous physical activity	91%	16	156	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	In very good to excellent health	69%	57	156	Similar
Education and Enrichment	Used Morro Bay public libraries or their services	65%	111	212	Similar
	Attended City-sponsored event	73%	12	160	Higher
Community Engagement	Campaigned or advocated for an issue, cause or candidate	30%	18	146	Similar
	Contacted Morro Bay elected officials (in-person, phone, email or web) to express your opinion	26%	8	156	Similar
	Volunteered your time to some group/activity in Morro Bay	40%	114	232	Similar
	Participated in a club	28%	96	211	Similar
	Talked to or visited with your immediate neighbors	97%	6	157	Similar
	Done a favor for a neighbor	91%	13	151	Similar
	Attended a local public meeting	28%	36	232	Similar
	Watched (online or on television) a local public meeting	36%	43	197	Similar
	Read or watch local news (via television, paper, computer, etc.)	86%	78	157	Similar
	Vote in local elections	86%	46	224	Similar

Communities included in national comparisons

The communities included in Morro Bay’s comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO.....	441,603	Battle Creek city, MI.....	52,347
Airway Heights city, WA	6,114	Bay City city, MI.....	34,932
Albany city, OR.....	50,158	Baytown city, TX.....	71,802
Albemarle County, VA.....	98,970	Bedford city, TX.....	46,979
Albert Lea city, MN.....	18,016	Bedford town, MA	13,320
Alexandria city, VA.....	139,966	Bellevue city, WA	122,363
Algonquin village, IL.....	30,046	Bellingham city, WA	80,885
Aliso Viejo city, CA	47,823	Beltrami County, MN	44,442
Altoona city, IA.....	14,541	Benbrook city, TX.....	21,234
American Canyon city, CA.....	19,454	Bend city, OR.....	76,639
Ames city, IA	58,965	Bettendorf city, IA.....	33,217
Andover CDP, MA.....	8,762	Billings city, MT.....	104,170
Ankeny city, IA	45,582	Blaine city, MN.....	57,186
Ann Arbor city, MI.....	113,934	Bloomfield Hills city, MI	3,869
Annapolis city, MD	38,394	Bloomington city, MN	82,893
Apache Junction city, AZ.....	35,840	Blue Springs city, MO	52,575
Apple Valley town, CA	69,135	Boise City city, ID	205,671
Arapahoe County, CO.....	572,003	Boone County, KY	118,811
Arkansas City city, AR.....	366	Boulder city, CO.....	97,385
Arlington city, TX	365,438	Bowling Green city, KY	58,067
Arlington County, VA.....	207,627	Bozeman city, MT	37,280
Arvada city, CO.....	106,433	Brentwood city, MO.....	8,055
Asheville city, NC	83,393	Brentwood city, TN	37,060
Ashland city, OR	20,078	Brighton city, CO.....	33,352
Ashland town, VA.....	7,225	Brighton city, MI	7,444
Aspen city, CO	6,658	Bristol city, TN	26,702
Athens-Clarke County, GA	115,452	Broken Arrow city, OK	98,850
Auburn city, AL	53,380	Brookfield city, WI	37,920
Auburn city, WA.....	70,180	Brookline CDP, MA	58,732
Augusta CCD, GA.....	134,777	Broomfield city, CO	55,889
Aurora city, CO	325,078	Brownsburg town, IN	21,285
Austin city, TX	790,390	Burien city, WA.....	33,313
Bainbridge Island city, WA.....	23,025	Burleson city, TX.....	36,690
Baltimore city, MD.....	620,961	Cabarrus County, NC.....	178,011
Bartonville town, TX.....	1,469	Cambridge city, MA.....	105,162

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Cannon Beach city, OR.....	1,690	Destin city, FL.....	12,305
Canton city, SD.....	3,057	Dothan city, AL.....	65,496
Cape Coral city, FL.....	154,305	Douglas County, CO.....	285,465
Cape Girardeau city, MO.....	37,941	Dover city, NH.....	29,987
Carlisle borough, PA.....	18,682	Dublin city, CA.....	46,036
Carlsbad city, CA.....	105,328	Dublin city, OH.....	41,751
Carroll city, IA.....	10,103	Duluth city, MN.....	86,265
Cartersville city, GA.....	19,731	Duncanville city, TX.....	38,524
Cary town, NC.....	135,234	Durham city, NC.....	228,330
Casper city, WY.....	55,316	Durham County, NC.....	267,587
Castine town, ME.....	1,366	Eagle town, CO.....	6,508
Castle Pines North city, CO.....	10,360	East Baton Rouge Parish, LA.....	440,171
Castle Rock town, CO.....	48,231	East Grand Forks city, MN.....	8,601
Cedar Hill city, TX.....	45,028	East Lansing city, MI.....	48,579
Cedar Rapids city, IA.....	126,326	Eau Claire city, WI.....	65,883
Centennial city, CO.....	100,377	Eden Prairie city, MN.....	60,797
Chambersburg borough, PA.....	20,268	Edgerton city, KS.....	1,671
Chandler city, AZ.....	236,123	Edgewater city, CO.....	5,170
Chanhassen city, MN.....	22,952	Edina city, MN.....	47,941
Chapel Hill town, NC.....	57,233	Edmond city, OK.....	81,405
Charlotte city, NC.....	731,424	Edmonds city, WA.....	39,709
Charlotte County, FL.....	159,978	El Cerrito city, CA.....	23,549
Charlottesville city, VA.....	43,475	El Dorado County, CA.....	181,058
Chattanooga city, TN.....	167,674	El Paso city, TX.....	649,121
Chesterfield County, VA.....	316,236	Elk Grove city, CA.....	153,015
Chippewa Falls city, WI.....	13,661	Elk River city, MN.....	22,974
Citrus Heights city, CA.....	83,301	Elko New Market city, MN.....	4,110
Clackamas County, OR.....	375,992	Elmhurst city, IL.....	44,121
Clarendon Hills village, IL.....	8,427	Encinitas city, CA.....	59,518
Clayton city, MO.....	15,939	Englewood city, CO.....	30,255
Clearwater city, FL.....	107,685	Erie town, CO.....	18,135
Cleveland Heights city, OH.....	46,121	Escambia County, FL.....	297,619
Clinton city, SC.....	8,490	Estes Park town, CO.....	5,858
Clive city, IA.....	15,447	Fairview town, TX.....	7,248
Clovis city, CA.....	95,631	Farmington Hills city, MI.....	79,740
College Park city, MD.....	30,413	Fayetteville city, NC.....	200,564
College Station city, TX.....	93,857	Fishers town, IN.....	76,794
Colleyville city, TX.....	22,807	Flower Mound town, TX.....	64,669
Collinsville city, IL.....	25,579	Forest Grove city, OR.....	21,083
Columbia city, MO.....	108,500	Fort Collins city, CO.....	143,986
Columbia city, SC.....	129,272	Fort Smith city, AR.....	86,209
Columbia Falls city, MT.....	4,688	Fort Worth city, TX.....	741,206
Columbus city, WI.....	4,991	Fountain Hills town, AZ.....	22,489
Commerce City city, CO.....	45,913	Franklin city, TN.....	62,487
Concord city, CA.....	122,067	Fredericksburg city, VA.....	24,286
Concord town, MA.....	17,668	Fremont city, CA.....	214,089
Coon Rapids city, MN.....	61,476	Friendswood city, TX.....	35,805
Copperas Cove city, TX.....	32,032	Fruita city, CO.....	12,646
Coronado city, CA.....	18,912	Gahanna city, OH.....	33,248
Corvallis city, OR.....	54,462	Gaithersburg city, MD.....	59,933
Creve Coeur city, MO.....	17,833	Galveston city, TX.....	47,743
Cross Roads town, TX.....	1,563	Gardner city, KS.....	19,123
Dacono city, CO.....	4,152	Geneva city, NY.....	13,261
Dade City city, FL.....	6,437	Georgetown city, TX.....	47,400
Dakota County, MN.....	398,552	Gilbert town, AZ.....	208,453
Dallas city, OR.....	14,583	Gillette city, WY.....	29,087
Dallas city, TX.....	1,197,816	Glendora city, CA.....	50,073
Danville city, KY.....	16,218	Glenview village, IL.....	44,692
Dardenne Prairie city, MO.....	11,494	Globe city, AZ.....	7,532
Davenport city, IA.....	99,685	Golden city, CO.....	18,867
Davidson town, NC.....	10,944	Golden Valley city, MN.....	20,371
Decatur city, GA.....	19,335	Goodyear city, AZ.....	65,275
Del Mar city, CA.....	4,161	Grafton village, WI.....	11,459
Delaware city, OH.....	34,753	Grand Blanc city, MI.....	8,276
Delray Beach city, FL.....	60,522	Grand Island city, NE.....	48,520
Denison city, TX.....	22,682	Grants Pass city, OR.....	34,533
Denton city, TX.....	113,383	Grass Valley city, CA.....	12,860
Denver city, CO.....	600,158	Greeley city, CO.....	92,889
Derby city, KS.....	22,158	Greenville city, NC.....	84,554
Des Peres city, MO.....	8,373	Greenwich town, CT.....	61,171

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Greenwood Village city, CO.....	13,925	Lakewood city, WA.....	58,163
Greer city, SC.....	25,515	Lane County, OR.....	351,715
Guilford County, NC.....	488,406	Larimer County, CO.....	299,630
Gunnison County, CO.....	15,324	Las Cruces city, NM.....	97,618
Hailey city, ID.....	7,960	Las Vegas city, NV.....	583,756
Haines Borough, AK.....	2,508	Lawrence city, KS.....	87,643
Hallandale Beach city, FL.....	37,113	Lee's Summit city, MO.....	91,364
Hamilton city, OH.....	62,477	Lehi city, UT.....	47,407
Hanover County, VA.....	99,863	Lenexa city, KS.....	48,190
Harrisonburg city, VA.....	48,914	Lewis County, NY.....	27,087
Harrisonville city, MO.....	10,019	Lewiston city, ID.....	31,894
Hayward city, CA.....	144,186	Lewisville city, TX.....	95,290
Henderson city, NV.....	257,729	Libertyville village, IL.....	20,315
Herndon town, VA.....	23,292	Lincoln city, NE.....	258,379
High Point city, NC.....	104,371	Lindsborg city, KS.....	3,458
Highland Park city, IL.....	29,763	Littleton city, CO.....	41,737
Highlands Ranch CDP, CO.....	96,713	Livermore city, CA.....	80,968
Holland city, MI.....	33,051	Lombard village, IL.....	43,165
Honolulu County, HI.....	953,207	Lone Tree city, CO.....	10,218
Hooksett town, NH.....	13,451	Long Grove village, IL.....	8,043
Hopkins city, MN.....	17,591	Longmont city, CO.....	86,270
Hopkinton town, MA.....	14,925	Longview city, TX.....	80,455
Hoquiam city, WA.....	8,726	Los Alamos County, NM.....	17,950
Horry County, SC.....	269,291	Louisville city, CO.....	18,376
Hudson city, OH.....	22,262	Lynchburg city, VA.....	75,568
Hudsonville city, MI.....	7,116	Lynnwood city, WA.....	35,836
Huntersville town, NC.....	46,773	Macomb County, MI.....	840,978
Hurst city, TX.....	37,337	Manhattan Beach city, CA.....	35,135
Hutchinson city, MN.....	14,178	Mankato city, MN.....	39,309
Hutto city, TX.....	14,698	Maple Grove city, MN.....	61,567
Hyattsville city, MD.....	17,557	Martinez city, CA.....	35,824
Independence city, MO.....	116,830	Maryland Heights city, MO.....	27,472
Indian Trail town, NC.....	33,518	Marysville city, WA.....	60,020
Indianola city, IA.....	14,782	Matthews town, NC.....	27,198
Iowa City city, IA.....	67,862	McAllen city, TX.....	129,877
Irving city, TX.....	216,290	McDonough city, GA.....	22,084
Issaquah city, WA.....	30,434	McMinnville city, OR.....	32,187
Jackson County, MI.....	160,248	Menlo Park city, CA.....	32,026
James City County, VA.....	67,009	Mercer Island city, WA.....	22,699
Jefferson County, CO.....	534,543	Meridian charter township, MI.....	39,688
Jefferson County, NY.....	116,229	Meridian city, ID.....	75,092
Johnson City city, TN.....	63,152	Merriam city, KS.....	11,003
Johnston city, IA.....	17,278	Mesa County, CO.....	146,723
Jupiter town, FL.....	55,156	Miami Beach city, FL.....	87,779
Kansas City city, KS.....	145,786	Miami city, FL.....	399,457
Kansas City city, MO.....	459,787	Middleton city, WI.....	17,442
Keizer city, OR.....	36,478	Midland city, MI.....	41,863
Kenmore city, WA.....	20,460	Milford city, DE.....	9,559
Kennedale city, TX.....	6,763	Milton city, GA.....	32,661
Kennett Square borough, PA.....	6,072	Minneapolis city, MN.....	382,578
Kettering city, OH.....	56,163	Mission Viejo city, CA.....	93,305
Key West city, FL.....	24,649	Modesto city, CA.....	201,165
King County, WA.....	1,931,249	Monterey city, CA.....	27,810
Kirkland city, WA.....	48,787	Montgomery County, VA.....	94,392
Kirkwood city, MO.....	27,540	Monticello city, UT.....	1,972
Knoxville city, IA.....	7,313	Monument town, CO.....	5,530
La Mesa city, CA.....	57,065	Mooresville town, NC.....	32,711
La Plata town, MD.....	8,753	Morristown city, TN.....	29,137
La Porte city, TX.....	33,800	Morrisville town, NC.....	18,576
La Vista city, NE.....	15,758	Morro Bay city, CA.....	10,234
Lafayette city, CO.....	24,453	Mountain Village town, CO.....	1,320
Laguna Beach city, CA.....	22,723	Mountlake Terrace city, WA.....	19,909
Laguna Hills city, CA.....	30,344	Naperville city, IL.....	141,853
Laguna Niguel city, CA.....	62,979	Needham CDP, MA.....	28,886
Lake Oswego city, OR.....	36,619	New Braunfels city, TX.....	57,740
Lake Stevens city, WA.....	28,069	New Brighton city, MN.....	21,456
Lake Worth city, FL.....	34,910	New Hanover County, NC.....	202,667
Lake Zurich village, IL.....	19,631	New Orleans city, LA.....	343,829
Lakeville city, MN.....	55,954	New Smyrna Beach city, FL.....	22,464
Lakewood city, CO.....	142,980	Newberg city, OR.....	22,068

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Newport city, RI.....	24,672	Richmond city, CA.....	103,701
Newport News city, VA.....	180,719	Richmond Heights city, MO.....	8,603
Newton city, IA.....	15,254	Rifle city, CO.....	9,172
Noblesville city, IN.....	51,969	Rio Rancho city, NM.....	87,521
Nogales city, AZ.....	20,837	River Falls city, WI.....	15,000
Norfolk city, VA.....	242,803	Riverside city, CA.....	303,871
North Port city, FL.....	57,357	Riverside city, MO.....	2,937
North Richland Hills city, TX.....	63,343	Rochester Hills city, MI.....	70,995
Northglenn city, CO.....	35,789	Rock Hill city, SC.....	66,154
Novato city, CA.....	51,904	Rockville city, MD.....	61,209
Novi city, MI.....	55,224	Rogers city, MN.....	8,597
O'Fallon city, IL.....	28,281	Rolla city, MO.....	19,559
O'Fallon city, MO.....	79,329	Roselle village, IL.....	22,763
Oak Park village, IL.....	51,878	Rosemount city, MN.....	21,874
Oakland city, CA.....	390,724	Rosenberg city, TX.....	30,618
Oakley city, CA.....	35,432	Roseville city, MN.....	33,660
Ogdensburg city, NY.....	11,128	Round Rock city, TX.....	99,887
Oklahoma City city, OK.....	579,999	Royal Oak city, MI.....	57,236
Olathe city, KS.....	125,872	Saco city, ME.....	18,482
Old Town city, ME.....	7,840	Sahuarita town, AZ.....	25,259
Olmsted County, MN.....	144,248	Sammamish city, WA.....	45,780
Olympia city, WA.....	46,478	San Anselmo town, CA.....	12,336
Orland Park village, IL.....	56,767	San Antonio city, TX.....	1,327,407
Oshkosh city, WI.....	66,083	San Carlos city, CA.....	28,406
Oshkosh charter township, MI.....	21,705	San Diego city, CA.....	1,307,402
Otsego County, MI.....	24,164	San Francisco city, CA.....	805,235
Overland Park city, KS.....	173,372	San Jose city, CA.....	945,942
Oviedo city, FL.....	33,342	San Juan County, NM.....	130,044
Paducah city, KY.....	25,024	San Marcos city, CA.....	83,781
Palm Beach Gardens city, FL.....	48,452	San Marcos city, TX.....	44,894
Palm Coast city, FL.....	75,180	San Rafael city, CA.....	57,713
Palo Alto city, CA.....	64,403	Sanford city, FL.....	53,570
Papillion city, NE.....	18,894	Sangamon County, IL.....	197,465
Paradise Valley town, AZ.....	12,820	Santa Clarita city, CA.....	176,320
Park City city, UT.....	7,558	Santa Fe County, NM.....	144,170
Parker town, CO.....	45,297	Santa Monica city, CA.....	89,736
Parkland city, FL.....	23,962	Sarasota County, FL.....	379,448
Pasadena city, CA.....	137,122	Savage city, MN.....	26,911
Pasco city, WA.....	59,781	Schaumburg village, IL.....	74,227
Pasco County, FL.....	464,697	Scott County, MN.....	129,928
Pearland city, TX.....	91,252	Scottsdale city, AZ.....	217,385
Peoria city, AZ.....	154,065	Seaside city, CA.....	33,025
Peoria city, IL.....	115,007	SeaTac city, WA.....	26,909
Peoria County, IL.....	186,494	Sevierville city, TN.....	14,807
Pflugerville city, TX.....	46,936	Shawnee city, KS.....	62,209
Phoenix city, AZ.....	1,445,632	Sheboygan city, WI.....	49,288
Pinehurst village, NC.....	13,124	Shoreview city, MN.....	25,043
Piqua city, OH.....	20,522	Shorewood city, MN.....	7,307
Pitkin County, CO.....	17,148	Shorewood village, IL.....	15,615
Plano city, TX.....	259,841	Shorewood village, WI.....	13,162
Platte City city, MO.....	4,691	Sierra Vista city, AZ.....	43,888
Plymouth city, MN.....	70,576	Sioux Center city, IA.....	7,048
Pocatello city, ID.....	54,255	Sioux Falls city, SD.....	153,888
Polk County, IA.....	430,640	Skokie village, IL.....	64,784
Pompano Beach city, FL.....	99,845	Snellville city, GA.....	18,242
Port Orange city, FL.....	56,048	Snowmass Village town, CO.....	2,826
Portland city, OR.....	583,776	South Lake Tahoe city, CA.....	21,403
Post Falls city, ID.....	27,574	Southborough town, MA.....	9,767
Prince William County, VA.....	402,002	Southlake city, TX.....	26,575
Prior Lake city, MN.....	22,796	Spokane Valley city, WA.....	89,755
Pueblo city, CO.....	106,595	Spring Hill city, KS.....	5,437
Queen Creek town, AZ.....	26,361	Springboro city, OH.....	17,409
Radnor township, PA.....	31,531	Springfield city, MO.....	159,498
Ramsey city, MN.....	23,668	Springville city, UT.....	29,466
Raymond town, ME.....	4,436	St. Augustine city, FL.....	12,975
Raymore city, MO.....	19,206	St. Charles city, IL.....	32,974
Redmond city, WA.....	54,144	St. Cloud city, FL.....	35,183
Rehoboth Beach city, DE.....	1,327	St. Cloud city, MN.....	65,842
Reno city, NV.....	225,221	St. Joseph city, MO.....	76,780
Reston CDP, VA.....	58,404	St. Louis County, MN.....	200,226

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St. Louis Park city, MN	45,250	Virginia Beach city, VA.....	437,994
Stallings town, NC.....	13,831	Wake Forest town, NC.....	30,117
State College borough, PA.....	42,034	Walnut Creek city, CA.....	64,173
Steamboat Springs city, CO	12,088	Washington County, MN.....	238,136
Sterling Heights city, MI	129,699	Washington town, NH	1,123
Sugar Grove village, IL.....	8,997	Watauga city, TX	23,497
Sugar Land city, TX.....	78,817	Wauwatosa city, WI	46,396
Summit city, NJ.....	21,457	Waverly city, IA	9,874
Summit County, UT.....	36,324	Weddington town, NC	9,459
Sunnyvale city, CA	140,081	West Carrollton city, OH	13,143
Surprise city, AZ.....	117,517	West Chester borough, PA.....	18,461
Suwanee city, GA.....	15,355	West Des Moines city, IA.....	56,609
Tacoma city, WA.....	198,397	Western Springs village, IL	12,975
Takoma Park city, MD	16,715	Westerville city, OH.....	36,120
Tamarac city, FL	60,427	Westlake town, TX	992
Temecula city, CA	100,097	Westminster city, CO.....	106,114
Tempe city, AZ	161,719	Weston town, MA.....	11,261
Temple city, TX.....	66,102	Wheat Ridge city, CO	30,166
Texarkana city, TX	36,411	White House city, TN	10,255
The Woodlands CDP, TX.....	93,847	Wichita city, KS.....	382,368
Thornton city, CO.....	118,772	Williamsburg city, VA.....	14,068
Thousand Oaks city, CA.....	126,683	Willowbrook village, IL	8,540
Tigard city, OR.....	48,035	Wilmington city, NC.....	106,476
Tracy city, CA	82,922	Wilsonville city, OR.....	19,509
Trinidad CCD, CO.....	12,017	Winchester city, VA	26,203
Tualatin city, OR	26,054	Windsor town, CO.....	18,644
Tulsa city, OK	391,906	Windsor town, CT	29,044
Twin Falls city, ID	44,125	Winnetka village, IL	12,187
Tyler city, TX	96,900	Winston-Salem city, NC	229,617
Umatilla city, OR	6,906	Winter Garden city, FL.....	34,568
Upper Arlington city, OH.....	33,771	Woodbury city, MN.....	61,961
Urbandale city, IA	39,463	Woodland city, CA.....	55,468
Vail town, CO.....	5,305	Wrentham town, MA	10,955
Vancouver city, WA.....	161,791	Yakima city, WA.....	91,067
Vernon Hills village, IL.....	25,113	York County, VA.....	65,464
Vestavia Hills city, AL	34,033	Yorktown town, IN	9,405
Victoria city, MN.....	7,345	Yountville city, CA	2,933
Vienna town, VA	15,687		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Morro Bay funded this research. Please contact Sam Taylor of the City of Morro Bay at staylor@morrobayca.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

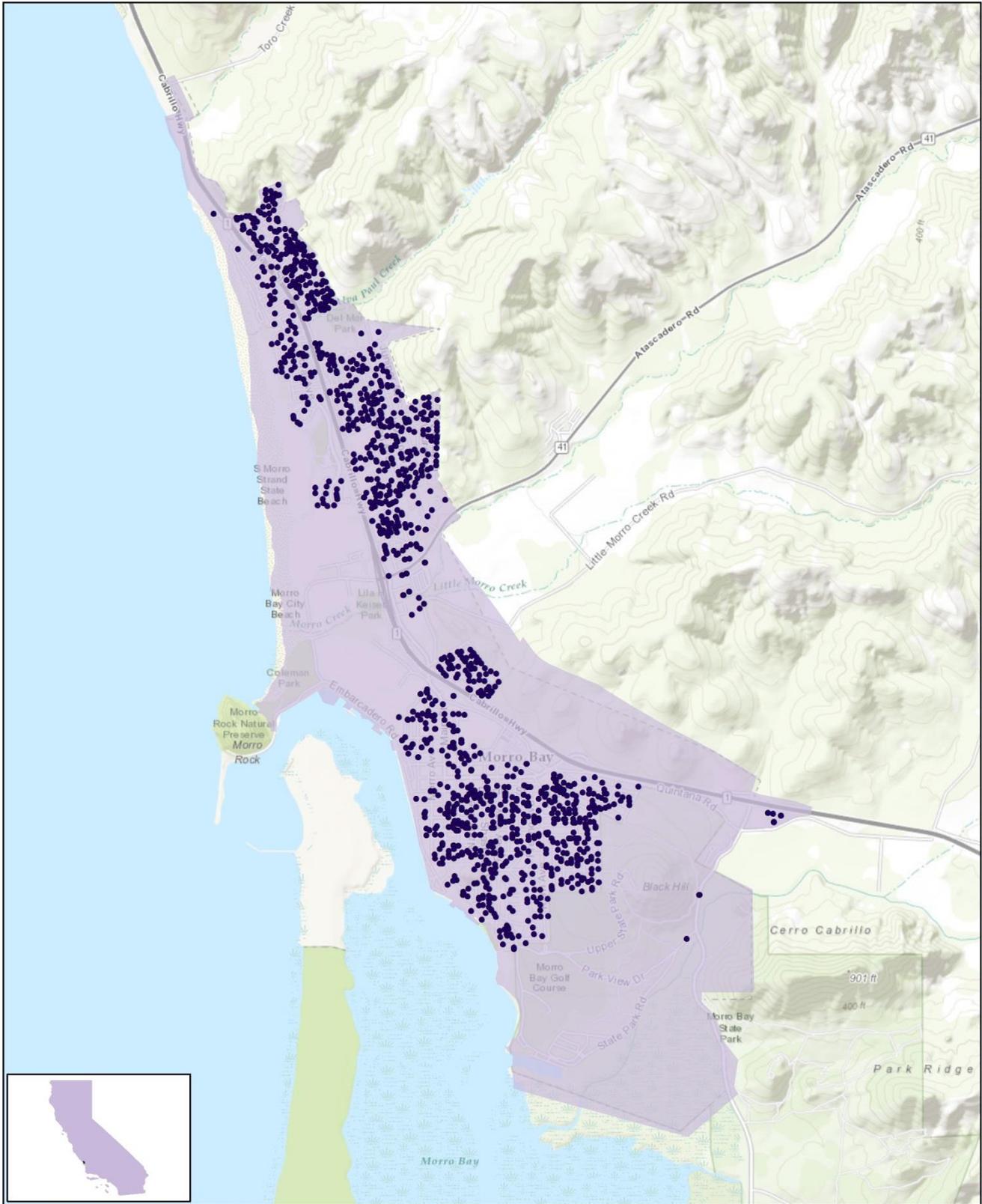
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Morro Bay were eligible to participate in the survey. A list of all households within the zip codes serving Morro Bay was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Morro Bay households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Morro Bay boundaries were removed from consideration.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Recipients in Morro Bay, CA

- Survey Recipients

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on May 20, 2016. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish instructing participants to contact the City if they needed a questionnaire in Spanish; respondents could opt to take the survey online as well in their language of preference. Completed surveys were collected over the following seven weeks.

About 6% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,407 households that received the survey, 534 completed the survey, providing an overall response rate of 38%. Of the 534 completed surveys, 18 were completed online.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Morro Bay survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (534 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Morro Bay. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing type (attached or detached), ethnicity (Hispanic or not Hispanic) and sex and age. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

The National Citizen Survey™

Table 81: Morro Bay, CA 2016 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	47%	27%	45%
Own home	53%	73%	55%
Detached unit	73%	77%	74%
Attached unit	27%	23%	26%
Race and Ethnicity			
White	89%	90%	88%
Not white	11%	10%	12%
Not Hispanic	88%	94%	89%
Hispanic	12%	6%	11%
Sex and Age			
Female	52%	56%	53%
Male	48%	44%	47%
18-34 years of age	23%	6%	22%
35-54 years of age	29%	18%	29%
55+ years of age	47%	76%	49%
Females 18-34	11%	3%	11%
Females 35-54	15%	10%	15%
Females 55+	26%	43%	27%
Males 18-34	13%	2%	11%
Males 35-54	14%	9%	14%
Males 55+	21%	33%	22%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Morro Bay Resident,

Estimado Residente de Morro Bay,

It won't take much of your time to make a big difference!

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better City!

iGracias por ayudar a crear una Morro Bay mejor!

Sincerely,

Atentamente,



David Buckingham
City Manager/Administrador de la Ciudad

Dear Morro Bay Resident,

Estimado Residente de Morro Bay,

It won't take much of your time to make a big difference!

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iGracias por ayudar a crear una Morro Bay mejor!

Sincerely,

Atentamente,



David Buckingham
City Manager/Administrador de la Ciudad



595 Harbor Street
Morro Bay, CA 93442

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



595 Harbor Street
Morro Bay, CA 93442

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



595 Harbor Street
Morro Bay, CA 93442

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



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

May 2016

Dear City of Morro Bay Resident:

Please help us shape the future of Morro Bay! You have been selected at random to participate in the 2016 Morro Bay Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Morro Bay make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/morrobay.htm

If you have any questions about the survey please call (805) 772-6290.

Thank you for your time and participation!

Sincerely,

David Buckingham
City Manager/Administrador de la Ciudad

Estimado Residente de la Ciudad de Morro Bay:

¡Por favor ayúdenos a moldear el futuro de Morro Bay! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Morro Bay del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Morro Bay tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/morrobay.htm

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (805) 772-6290.

¡Gracias por su tiempo y participación!

Atentamente,



CITY OF MORRO BAY

CITY HALL

595 Harbor Street
Morro Bay, CA 93442

June 2016

Dear City of Morro Bay Resident:

Here's a second chance if you haven't already responded to the 2016 Morro Bay Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Morro Bay! You have been selected at random to participate in the 2016 Morro Bay Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Morro Bay make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/morrobay.htm

If you have any questions about the survey please call (805) 772-6290.

Thank you for your time and participation!

Sincerely,

David Buckingham
City Manager/Administrador de la Ciudad

Estimado Residente de la Ciudad de Morro Bay:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Ciudadanos de Morro Bay del 2016! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Morro Bay! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Morro Bay del 2016.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Morro Bay tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.n-r-c.com/survey/morrobay.htm

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

Si tiene alguna pregunta sobre la encuesta por favor llame al (805) 772-6290.

¡Gracias por su tiempo y participación!

Atentamente,

The City of Morro Bay 2016 Citizen Survey

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

1. Please rate each of the following aspects of quality of life in Morro Bay:

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

2. Please rate each of the following characteristics as they relate to Morro Bay as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Morro Bay	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Morro Bay.....	1	2	3	4	5
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Morro Bay	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Morro Bay	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Morro Bay.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Morro Bay to someone who asks.....	1	2	3	4	5
Remain in Morro Bay for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Morro Bay's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Morro Bay as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Morro Bay	1	2	3	4	5
Ease of travel by public transportation in Morro Bay.....	1	2	3	4	5
Ease of travel by bicycle in Morro Bay	1	2	3	4	5
Ease of walking in Morro Bay.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Morro Bay	1	2	3	4	5
Overall appearance of Morro Bay	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Morro Bay as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Morro Bay	1	2	3	4	5
Overall quality of business and service establishments in Morro Bay.....	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Morro Bay	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Morro Bay.....	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Morro Bay (weeds, abandoned buildings, etc.).....	1	2
Household member was a victim of a crime in Morro Bay	1	2
Reported a crime to the police in Morro Bay.....	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Morro Bay (in-person, phone, email or web) for help or information.....	1	2
Contacted Morro Bay elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Morro Bay?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Morro Bay recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Morro Bay public libraries or their services.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Morro Bay.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

The City of Morro Bay 2016 Citizen Survey

10. Please rate the quality of each of the following services in Morro Bay:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Morro Bay open space.....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Morro Bay employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Morro Bay.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate the following categories of Morro Bay government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Morro Bay.....	1	2	3	4	5
The overall direction that Morro Bay is taking.....	1	2	3	4	5
The job Morro Bay government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Morro Bay government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Morro Bay community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Morro Bay.....	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Morro Bay.....	1	2	3	4
Overall "built environment" of Morro Bay (including overall design, buildings, parks and transportation systems).....	1	2	3	4
Health and wellness opportunities in Morro Bay.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Morro Bay.....	1	2	3	4
Sense of community.....	1	2	3	4

14. If the Morro Bay Power Plant were to be demolished and the site were redeveloped, please indicate to what extent you would support or oppose inclusion of the following on that site:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Environmental green space with some biking/walking path access.....	1	2	3	4	5
City sports fields and/or a recreation building that would serve residents and be a regional sports tournament destination	1	2	3	4	5
Hotel facility that generates sufficient transient occupancy tax to rebuild and pave most city streets.....	1	2	3	4	5
Office park/light industry center that provides head of household jobs	1	2	3	4	5
A boatyard/marine services facility	1	2	3	4	5
Mixed-use retail and restaurant development.....	1	2	3	4	5

15. If the Morro Bay Power Plant were redeveloped, would you like to see one or more stacks - or parts thereof - retained and integrated into the new design?

- Yes No Don't know

16. The City is considering ways to improve the Embarcadero experience for drivers, bicyclists and pedestrians, and to better link the Embarcadero area with our Downtown. To what extent would you support or oppose the following:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Widening the existing sidewalk on the bay-side of the Embarcadero from about 5 feet to about 13 feet	1	2	3	4	5
Removing the street-end parking lots next to the bay and converting them to small pedestrian plazas with benches, gardens, small play structures for kids, picnic tables, etc.	1	2	3	4	5
Making the Embarcadero one-way, northbound, for several blocks with a return couplet through the downtown, and turning the open lane into a two-way bicycle path that eventually connects up to the Morro Creek Bridge.....	1	2	3	4	5

17. The City requires additional revenue to pave streets, replace aging infrastructure, improve recreation programs and maintain/improve our Police, Fire and Harbor services. To what extent do you support or oppose the each of the following to improve the City's finances:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
On vacant Downtown lots, encourage property owners to build two-story, multi-use buildings with retail/restaurant/services on the ground floor and office space or housing on the second floor	1	2	3	4	5
Encourage existing business to expand in Morro Bay to provide additional head of household jobs	1	2	3	4	5
Encourage additional small, "boutique" hotels.....	1	2	3	4	5
Encourage construction of additional workforce/affordable housing.....	1	2	3	4	5
Don't change anything and don't worry about paving streets or improving services.....	1	2	3	4	5

18. To what extent do you support or oppose each of the following ideas to serve both residents and visitors:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Encourage development of a Maritime Museum	1	2	3	4	5
Encourage the redevelopment of a new Aquarium	1	2	3	4	5
Encourage/allow boat B&Bs in the Harbor	1	2	3	4	5
Encourage aquaculture in the bay	1	2	3	4	5
Improve bike lanes and parking, even if there is some impact on automobile drivers and car parking	1	2	3	4	5
Expand improve walking paths and sidewalks, even if there is some impact on automobile drivers and car parking	1	2	3	4	5

19. Would you come to free summer-evening concerts in the Downtown or a City park?

- Yes No Not sure

20. Would you want the City to expend resources to help host a concert series on some fall weekends?

- Yes No Not sure

The City of Morro Bay 2016 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Morro Bay.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day.....	1	2	3	4	5
Participate in moderate or vigorous physical activity.....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Morro Bay?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Morro Bay?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$600 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 to \$2,999 per month
 \$3,000 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502