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The City of Lodi, California

Summary Report 2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

Understanding the Results

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 63 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 336 residents, for a response rate of 30%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 336 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Lodi. (For more information on the survey methodology, see Appendix B in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

PROFILE OF LODI

As assessed by the survey, about 42% of Lodi residents have lived in the community for more than 20 years and 68% are over age 34. Another 19% are over age 64. Seventy percent are currently employed; 46% rent; 54% own and 55% live in detached single family homes. Over 69% of Lodi residents have at least some college and 37% have annual household incomes above \$50,000. Twenty-six percent of Lodi residents reported that they are Spanish, Hispanic or Latino and 76% said they are White or Caucasian.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Lodi. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Lodi. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Lodi.

Quality of Life

When asked to rate the overall quality of life in Lodi, 19% of respondents thought it was “excellent.” Only 3% rated overall quality of life as “poor.” Lodi as a place to raise children received an average rating of 62 on a 100-point scale.

Ratings of Community Characteristics

The highest rated characteristics of Lodi were ease of walking, ease of car travel, and overall appearance. When asked about potential problems in Lodi, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs, gangs, and crime. The rate of population growth in Lodi was viewed as “too fast” by 67% of respondents, while 2% thought it was “too slow.”

Perceptions of Safety

When evaluating safety in the community, 45% of respondents felt “somewhat” or “very safe” from violent crimes in Lodi. In their neighborhood after dark, 63% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 24% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police.

Community Participation

Participation in the civic, social and economic life of Lodi during the past year was assessed on the survey. Among those completing the questionnaire, 36% reported volunteering in the past year.

LOCAL GOVERNMENT

Several aspects of the government of the City of Lodi were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Lodi. Those who had any contact with a City of Lodi employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Lodi, residents gave an average rating of 56 on a 100-point scale.

Service Provided by Lodi

The overall quality of services provided by the City of Lodi was rated as 56 on a 100-point scale.

The City of Lodi Employees

Impressions of the City of Lodi employees were assessed on the questionnaire. Those who had been in contact with a City of Lodi employee in the past year (53%) rated their overall impression as 60 on a 100-point scale.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Lodi as listed below. The results for these questions are also available in the Report of Results.

Policy Question #1											
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	1	2	3	4	5	6	7	8	9	10	Total
	Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%

Policy Question #2

To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

Strongly support	26%
Somewhat support	30%
Somewhat oppose	22%
Strongly oppose	22%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

Strongly support	68%
Somewhat support	17%
Somewhat oppose	11%
Strongly oppose	4%
Total	100%

Note: "don't know" responses have been removed.
