

# Appendix D: Survey Materials



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American Canyon, CA 94503

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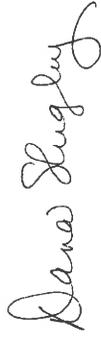
Dear American Canyon Resident,

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

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

Thank you for helping create a better city!

Sincerely,



Dana Shigley  
City Manager

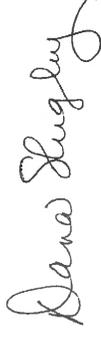
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April 2015

Dear City of American Canyon Resident:

Please help us shape the future of American Canyon! You have been selected at random to participate in the 2015 American Canyon 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 American Canyon 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/americancanyon2015.htm](http://www.n-r-c.com/survey/americancanyon2015.htm)**

If you have any questions about the survey please call 707-647-5305.

Thank you for your time and participation!

Sincerely,

A handwritten signature in cursive script that reads "Dana Shigley".

Dana Shigley  
City Manager





April 2015

Dear City of American Canyon Resident:

Here's a second chance if you haven't already responded to the 2015 American Canyon 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 American Canyon! You have been selected at random to participate in the 2015 American Canyon 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 American Canyon make decisions that affect our City.

**A few things to remember:**

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Dana Shigley  
City Manager



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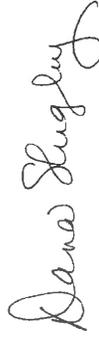
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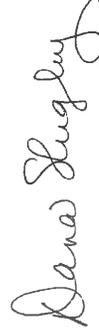
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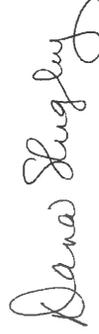
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# The City of American Canyon 2015 Citizen Survey

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 American Canyon:**

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

**2. Please rate each of the following characteristics as they relate to American Canyon 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 American Canyon.....   | 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 American Canyon.....  | 1                | 2           | 3           | 4           | 5                 |
| Overall "built environment" of American Canyon (including overall design, buildings, parks and transportation systems)..... | 1                | 2           | 3           | 4           | 5                 |
| Health and wellness opportunities in American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall opportunities for education and enrichment.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall economic health of American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |
| Sense of community.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall image or reputation of American Canyon.....   | 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 American Canyon to someone who asks..... | 1                  | 2                      | 3                        | 4                    | 5                 |
| Remain in American Canyon 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 American Canyon's commercial area during the day..... | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |

**5. Please rate each of the following characteristics as they relate to American Canyon 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 travel by car in American Canyon.....                                     | 1                | 2           | 3           | 4           | 5                 |
| Ease of travel by public transportation in American Canyon.....                   | 1                | 2           | 3           | 4           | 5                 |
| Ease of travel by bicycle in American Canyon.....                                 | 1                | 2           | 3           | 4           | 5                 |
| Ease of walking in American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |
| Availability of paths and walking trails.....                                     | 1                | 2           | 3           | 4           | 5                 |
| Cleanliness of American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall appearance of American Canyon.....  | 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                 |

**6. Please rate each of the following characteristics as they relate to American Canyon 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                 |
| 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 American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of business and service establishments in American Canyon....          | 1                | 2           | 3           | 4           | 5                 |
| Vibrant downtown/commercial area .....   | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of new development in American Canyon.....                             | 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<br>diverse backgrounds ..... | 1                | 2           | 3           | 4           | 5                 |
| Neighborliness of residents in American Canyon .....                                   | 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 American Canyon (weeds, abandoned buildings, etc.).....       | 1         | 2          |
| Household member was a victim of a crime in American Canyon .....  | 1         | 2          |
| Reported a crime to the police in American Canyon .....  | 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 American Canyon (in-person, phone, email or web) for help or information .....       | 1         | 2          |
| Contacted American Canyon 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 American Canyon?**

|   | <i>2 times a<br/>week or more</i> | <i>2-4 times<br/>a month</i> | <i>Once a month<br/>or less</i> | <i>Not<br/>at all</i> |
|---|-----------------------------------|------------------------------|---------------------------------|-----------------------|
| Used American Canyon recreation centers or their services .....       | 1                                 | 2                            | 3                               | 4                     |
| Visited a neighborhood park or City park.....                         | 1                                 | 2                            | 3                               | 4                     |
| Used American Canyon public library or its services .....             | 1                                 | 2                            | 3                               | 4                     |
| Attended a City-sponsored event.....                                  | 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 American Canyon ..... | 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 Supervisors, 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<br/>week or more</i> | <i>2-4 times<br/>a month</i> | <i>Once a month<br/>or less</i> | <i>Not<br/>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 American Canyon 2015 Citizen Survey

## 10. Please rate the quality of each of the following services in American Canyon:

|  | <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                 |
| Yard waste pick-up .....   | 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                 |
| Animal control .....   | 1                | 2           | 3           | 4           | 5                 |
| Economic development .....   | 1                | 2           | 3           | 4           | 5                 |
| Public library services .....  | 1                | 2           | 3           | 4           | 5                 |
| Emergency preparedness (services that prepare the community for<br>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                 |
| American Canyon open space .....   | 1                | 2           | 3           | 4           | 5                 |
| City-sponsored special events .....  | 1                | 2           | 3           | 4           | 5                 |
| Overall customer service by American Canyon employees (police,<br>receptionists, planners, etc.) .....                   | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of the services provided by the City of American Canyon.....   | 1                | 2           | 3           | 4           | 5                 |

## 11. Please rate the following categories of American Canyon 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 American Canyon.....                  | 1                | 2           | 3           | 4           | 5                 |
| The overall direction that American Canyon is taking.....                         | 1                | 2           | 3           | 4           | 5                 |
| The job American Canyon government does at welcoming citizen<br>involvement ..... | 1                | 2           | 3           | 4           | 5                 |
| Overall confidence in American Canyon 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                 |

**12. Please rate how important, if at all, you think it is for the American Canyon 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 American Canyon .....   | 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 American Canyon .....  | 1                | 2                     | 3                         | 4                           |
| Overall “built environment” of American Canyon (including overall design, buildings, parks and transportation systems) ..... | 1                | 2                     | 3                         | 4                           |
| Health and wellness opportunities in American Canyon.....  | 1                | 2                     | 3                         | 4                           |
| Overall opportunities for education and enrichment.....  | 1                | 2                     | 3                         | 4                           |
| Overall economic health of American Canyon .....   | 1                | 2                     | 3                         | 4                           |
| Sense of community .....   | 1                | 2                     | 3                         | 4                           |

**13. Please indicate how important, if at all, each of the following projects and issues will be for the City to address over the next year:**

|  | <i>Essential</i> | <i>Very important</i> | <i>Somewhat important</i> | <i>Not at all important</i> | <i>Don't know</i> |
|--|------------------|-----------------------|---------------------------|-----------------------------|-------------------|
| Residential neighborhood beautification (yard maintenance, abandoned vehicles, etc.) .....                                     | 1                | 2                     | 3                         | 4                           | 5                 |
| Code enforcement in commercial areas (signage regulations, building facade improvements, landscaping improvements, etc.) ..... | 1                | 2                     | 3                         | 4                           | 5                 |
| City/State maintained landscaping in parks, along walkways and road medians (including along Highway 29).....                  | 1                | 2                     | 3                         | 4                           | 5                 |
| Create signage at gateways into the City to welcome people arriving in American Canyon .....                                   | 1                | 2                     | 3                         | 4                           | 5                 |
| Improve Pacific Gas and Electric (PGE) substation landscaping .....  | 1                | 2                     | 3                         | 4                           | 5                 |

**14. Please indicate to what extent you support or oppose each of the following initiatives to fund improved parks and recreation amenities in American Canyon:**

|  | <i>Strongly support</i> | <i>Somewhat support</i> | <i>Somewhat oppose</i> | <i>Strongly oppose</i> |
|--|-------------------------|-------------------------|------------------------|------------------------|
| Convince tourists traveling to Napa to stop and stay in American Canyon .....  | 1                       | 2                       | 3                      | 4                      |
| Market parks and trail systems to encourage visitors to stop in American Canyon.....   | 1                       | 2                       | 3                      | 4                      |
| Develop new attractions to draw overnight visitors to American Canyon.....   | 1                       | 2                       | 3                      | 4                      |
| Consider strategies other than tourism to boost local revenues .....   | 1                       | 2                       | 3                      | 4                      |
| Increase local taxes (property and/or sales taxes).....  | 1                       | 2                       | 3                      | 4                      |
| Our programs are fine the way they are and we don't need to raise more money (use current resources to maintain them as-is)..... | 1                       | 2                       | 3                      | 4                      |

**15. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:**

|  | <i>Major source</i> | <i>Minor source</i> | <i>Not a source</i> |
|--|---------------------|---------------------|---------------------|
| City website (www.cityofamericancanyon.org) .....                                      | 1                   | 2                   | 3                   |
| EngageAC.com (website for community feedback) .....                                    | 1                   | 2                   | 3                   |
| SeeClickFix (mobile app for reporting problems around town).....                       | 1                   | 2                   | 3                   |
| Bimonthly City Manager email updates (sign-up via city website) .....                  | 1                   | 2                   | 3                   |
| City communications via social media (i.e. Facebook & Next Door).....                  | 1                   | 2                   | 3                   |
| Local newspapers ( <i>American Canyon Eagle</i> or <i>Vallejo Times Herald</i> ) ..... | 1                   | 2                   | 3                   |
| Annual State of the City report (mailed to each resident).....                         | 1                   | 2                   | 3                   |
| Biannual Parks and Recreation Activities Guide (mailed to each resident) .....         | 1                   | 2                   | 3                   |
| City water bill inserts .....  | 1                   | 2                   | 3                   |
| Official City Council and Commission meetings.....                                     | 1                   | 2                   | 3                   |
| National Night Out (special community event in August).....                            | 1                   | 2                   | 3                   |
| Special outreach efforts (e.g. communications on water conservation).....              | 1                   | 2                   | 3                   |
| American Canyon Citizen's Academy.....   | 1                   | 2                   | 3                   |

# The City of American Canyon 2015 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 American Canyon ..... | 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 American Canyon?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in American Canyon?**

- 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 \$300 per month  
 \$300 to \$599 per month  
 \$600 to \$999 per month  
 \$1,000 to \$1,499 per month  
 \$1,500 to \$2,499 per month  
 \$2,500 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**