

Fostering Public Trust

Report of Results

Resident Feedback Survey

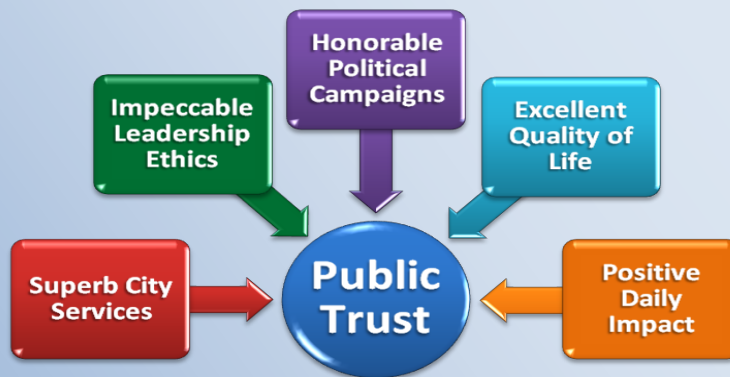
Conducted January 15-February 8, 2006
in the City of Santa Clara, CA

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A Collaborative Project of Santa Clara University
and the City of Santa Clara Ethics and Values Program



IMPORTANT NOTE TO ALL READERS

First, Do No Harm

This is a report on the state of public trust in the City of Santa Clara. It shows that City Government is trusted more or much more than the County, State, and Federal governments. It also shows that public trust rises and falls as people make judgments about leadership ethics, political campaign conduct, City services, the City's day-to-day impact, and overall "quality of life" in the City.

Those who have come to this report to find material to use against one another during the upcoming political races need to be aware of these findings:

Public trust is *most at risk* during political campaigns, with most residents believing that candidates and their supporters would do anything to win;

Most residents believe candidates do not even tell the truth about themselves, much less about their opponents;

People believe that unfair attacks on opponents—whether by supporters, candidate-controlled committees, or independent-expenditure groups—are unacceptable and hold candidates accountable for them.

Residents expect nothing less from City officials, candidates, and candidate supporters than the trustworthy leadership behaviors listed on the next page. Honesty, dependability, impartiality, acting with integrity, and the others are, according to residents, prerequisites for public trust in the City of Santa Clara. Using the results of this report to attack any candidate unfairly or to advance one's own interests irresponsibly are inconsistent with these values. Ethically-questionable behavior may be common during campaigns, but residents are clear that *politics-as-usual* has no place in a City committed to fostering public trust.

Because residents said that the survey itself contributed to public trust, the challenge now is to foster that trust by using these results in an ethical manner. The City's Ethics Code (Appendix A) assumes that the *minimum standard* for candidates and City officials is ***first, do no harm to public trust***. This report confirms that to *earn* public trust, leaders must meet the highest ethical standards, consistent with the City's core values (at the bottom of this page.)

The voice of public trust speaks through this report. It applauds the City's work so far, but insists, as one author puts it, that residents "...long to see how politics could reflect our best values of compassion, community, diversity, hope, and service. Reconnecting politics to our best values is now the most important task of political life¹." The public still asks leaders to be "at their best" every day.

¹Wallis, Jim. *The Soul of Politics*. San Diego: Harcourt Brace, 1995, p. 18.

Trustworthy Leaders

Residents said that these are the most important behaviors for leaders to practice in order to foster public trust. Leaders must:

Be honest and tell the truth to citizens, colleagues, and staff;

Be dependable and do what they say they will do;

Make prudent financial decisions, taking into account both short-term needs and long-term financial stability;

Act with integrity, and seek to do the right thing for the City in public and in private;

Take responsibility for their actions, even when it is uncomfortable or unpopular to do so;

Make impartial decisions, free of any interests that might compromise or appear to compromise leaders' independence of judgment;

Be accountable, willing to explain actions and to accept fair consequences when leaders make mistakes.

These behaviors are so fundamental to public trust that the City incorporated them into the City's *Code of Ethics and Values* in 2000 and made it a moral obligation for City officials and candidates for public office to practice them everyday in their work.

Figure 3

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City of Santa Clara *Code of Ethics and Values*

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

Section Contents

This report presents the background, goals, methods, results, and implications of the *Resident Feedback Survey* conducted in the City of Santa Clara (CA) in late January and early February, 2006.

The report has four sections, described below. The Technical Report (Section D) was written first and the three other sections reference it for different purposes:

I. ***Giving Voice to Public Trust*** **7**

Discusses what the City hoped to learn from the survey about public trust and ethics, what it learned, and implications for the future. This reflects the researchers' most current thinking about the study.

II. ***The Background Report*** **16**

Provides context and discusses additional implications of the study, including some suggested next steps. Presents "Appreciative Inquiry," a central idea guiding the survey project, and suggest three questions for discussion after reading the report.

III. ***The Research Summary*** **26**

Summarizes the longer **Technical Report**. Reviews the methods of the survey and focuses on the main findings and most useful results. It is more "user-friendly" than the Technical Report.

IV. ***The Technical Report*** **46**

Uses standard social science language and statistics. Presents survey questions and answers using charts and tables. Discusses the results of statistical tests and relationships among all the measures on the study. This is the place to go for complete numerical results and evidence for the conclusions drawn in the earlier parts of the report.

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I. Giving Voice to Public Trust

Think of **public trust** as the people's belief that they can confidently rely on their government to work hard for the good of the entire community and to act at all times—in public and in private—only in the people's best interest. It is founded on the public's conviction that this truly is a government “that represents me” and it is nourished by a community's collective faith in the integrity of its government and services.

Public trust binds the government to its people, gives authority to public officials, is fundamental for effective city management, and is in decline around the country.

Public trust binds the government to its people, gives authority to public officials, is fundamental for effective city management, and is in decline around the country.

The City of Santa Clara takes very seriously its duty to *foster public trust*—that is, to make policy, take action, and provide services to meet the needs of residents in such a way that it reinforces and deepens public trust. To plan for the future, the City needed to hear residents' feedback about public trust—where it stands now, how it develops, and what it needs to grow.

Public trust is integrally linked with residents' perceptions about...City services, the City's overall “quality of life,” and the honesty, integrity, and dependability of City officials and candidates.

This survey gave a voice to the public's trust. For the last several months, the researchers have done their best to listen, analyze, and now present the results in an impartial, readable manner. Some suggestions have also been made for follow-up discussions.

The key finding of this survey is that public trust is integrally linked with residents' perceptions about the impact and quality of City services, the City's overall “quality of life,” and the honesty, integrity, and dependability of City officials and candidates for public office. As the public's perceptions of these rise and fall, so also does public trust in the City's government.

What emerges from these results is a clear and compelling vision of the future toward which the City has already been moving. First, public trust seems to require that the City continue to have what residents perceive as “a positive impact” on their day-to-day lives. Given that impact, public trust appears to flourish best in an environment that integrates:

**superb City services,
excellent “quality of life,”
honorable campaigns for elected office, and**

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

impeccable leadership ethics.

Each contributes a critical piece. All are necessary.

A. WHOSE VOICE?

The 330 residents who participated in the survey were selected randomly and are representative of the entire City, plus or minus a small margin of error (4.5%).² All are high school graduates, two out of three graduated from college, and one out of three has a graduate degree or has done postgraduate work. They are evenly split between women and men, about three out of four own their own home. About three out of four are white, but all races and ethnic groups in the City have some representation in the sample. The age range was 18 to 93, with 51 as the average age. Most have lived in the City an average of 18 years, with a range of 1 to 55 years.

Almost half identify as Democrats; one in five identify as Republicans, one in 10 as Independents, with smaller numbers of others identifying as Green, Libertarian, and Reform. More than one in ten put “none” as their party affiliation.

Just one in 15 have been involved in the city in an official capacity, as a staff member, or volunteered significant time on a campaign. Three out of four say they rarely or never have contact with the Council; two of three rarely have contact with City staff.

In short, they seem like the majority of Santa Clara residents who are busy living their lives and who do not become involved much with City Hall. They are very pleased with the City and have many positive perceptions of Santa Clara. Yet, great challenges and opportunities face the City: fostering public trust continues to need the commitment and courage of the City’s government.

B. POSITIVE PERCEPTIONS

BASIC BELIEFS: Two out of three believe that “people we elect to Santa Clara’s City Council care a great deal about what people like me think.” Three out of five believe that “people like me can have a big impact on making Santa Clara a better place to live.”

VOTING: More than half believe that “voting is the only way people like me can have any say in how the City government runs things.” Three

¹A volunteer sample of 129 residents also completed the survey. Because they were not selected at random, but volunteered to take the survey, they could not be part of the scientific sample. Consequently, they are not included in the results presented in this report. A summary of their answers to the survey questions is found in Appendix C.

out of four say they usually vote in Santa Clara elections and that same number say they voted in the 2004 elections.

IMPACT: Of the Federal, State, County, and City governments, residents say the City has the greatest impact on their everyday lives. Two out of three say that impact is positive.

CITY SERVICES: The high rating for positive impact is clearly related to City services. Residents are extremely satisfied with City services. One out of four residents rated City services on average from 5.51 to 6.0 on a 6-point scale. Three out of four residents rated City services from 4.5 to 6 on the 6-point scale.

DIRECTION/PRIDE: Not surprisingly, then, over nine out of ten believe the City is going in the right direction and are proud to say they live in

Residents rate the ethics of the Santa Clara City Government higher than any of the other government levels and trust it the most—in fact, twice the ethics and double the trust of the Federal Government.

the City of Santa Clara.

More than four out of five expect to be living here in five years.

QUALITY OF LIFE: Overall “quality of life” is very good, with residents giving it an average rating of 5 out of 6. People feel very safe,

and believe Santa Clara is a good place to live, raise a family, and work. Three out of five find it a good place to spend leisure time and think of it as a good place to retire.

ETHICS: Residents rate the ethics of the Santa Clara City Government higher than any of the other government levels—in fact, twice the ethics rating of the Federal Government. For ethics, residents were asked “In general, how would you rate the ethical behavior of Santa Clara City Government officials?” One out of 11 gave the City the highest ethics scores they could; one out of 100 gave the Federal Government the highest scores they could.

TRUST: To measure public trust, they were asked, “In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent?” Santa Clara City Government was one of the groups asked about. The results for the two questions are virtually identical. The Federal Government receives about a 2 out of 6, the State about a 3 out of six; both of these are on the negative side of the 6-point scale. The County receives almost a 4 and the City receives a 4.1 (ethics) and 4.2 (trust).

One out of every two Santa Clara residents gave the City trust ratings of 5 or 6, the highest scores they could give. One out of four gave their highest scores to the County. Only one out of 10 gave these trust ratings to the State or Federal Governments.

FOSTERING TRUST: The most frequently mentioned City action that built trust is the new Library. The Senior Center, Teen Center, dog park, new Fire station, etc., are all mentioned, as are the City's efforts to communicate with residents, many specific examples of service excellence, special events, and thirty other specific activities.

C. CHALLENGES AND OPPORTUNITIES

Residents make it very clear that many, many things in the City are working well. The City enjoys a good amount of the public's trust. Yet, some real challenges and opportunities face City decision-makers and the community at large.

KNOWLEDGE GAP: Four out of five say they do not know very much about politics or public affairs in the City, almost half say that sometimes City politics is so complicated "someone like me can't really

Knowledge Gap	Lack of Awareness	1 of 10 Problem
•political & public affairs •understanding City politics •don't know if campaigns are better or worse	•2 of 5 aware of Ethics Code •1 of 5 aware of Vote Ethics •1 of 6 aware of campaign spending caps	•little to no trust of City Government •poor ethics •impact too little to tell

understand it," and about half answered "don't know" to the question of whether campaigns have gotten better, worse, or stayed

the same. Most say that they do not often have conversations with friends about public affairs. Over half say they do not usually have enough information on which to base their voting choices. Knowledge and understanding is central to accurate perceptions of the City, the community, leadership, etc. The City needs to work with residents on solutions to this challenge.

LACK OF AWARENESS: The strongest relationship in the study is between ethics and public trust. As residents' perceptions of the ethics of their leaders go up, or down, so public trust gets stronger or weaker. Residents rated City ethics very highly (4 out of 6) given the fact that they had very low awareness of the City's Ethics Program. Two out of five residents were aware of the six-year old *Code of Ethics and Values* (found in Appendix A). Half said they knew nothing about the City's Ethics Program during the last five years; another one of four said they knew very little about it. One in five was aware of the 2004 *Vote Ethics*

Public Information Campaign. One in six was aware of the City's Campaign Finance Ordinance where candidates agree to voluntary limits on campaign spending.

AWARENESS OPPORTUNITY: The next few months prior to the election is a critical time to raise awareness of the Ethics Program. Raising awareness is not about public relations or morale. The study finds significant differences between those who are aware of various components of the Ethics Program and those who are not on the key measures in this study. Those who are aware of almost any component of the program give higher scores to City impact. Those aware of the Ethics Code give high scores to quality of life. That is also true for those aware of the Campaign Finance Ordinance. The greatest differences are seen between those aware of the recognition the City received for its programs and those who were not. Those who were aware gave significantly higher scores on impact, quality of life, ethics, and public trust. People aware of the recognition the City has received gave average trust scores of 4.9, compared to 4.1 for those not aware, almost a whole point difference.

PROBLEM OF "ONE IN TEN": One in ten has little to no trust that the City Government represents its best interests. One in ten rates the ethics of City government as "poor." One in ten says the impact of the City is "too little to tell" or "negative." Strategies and plans need to be discussed to address this issue. This is also a concern because City residents have so little regard right now for the Federal or State Governments. The study shows that ethics and trust scores are related to the scores of all the levels of government, rising and falling by and large together, one influencing the others. Superb City services appear to have set the City apart and protected it somewhat from an environment that could damage public trust because Federal and State governments are rated so poorly for ethics and trust.

CAMPAIGN ETHICS PERCEPTIONS: The three small boxes in the middle of this page point to one of the most challenging issues—the upcoming campaign for Mayor and City Council. Residents have perceptions about candidates that are of great concern. One out of two believe that some, most, or all candidates do not even tell the truth about themselves, much less about opponents. Four of five believe some, most, or all candidates do not tell the truth about opponents. Three of four believe some, most, or all candidates will do whatever it takes to win. These contradict the values residents identified as critical to building trust: honesty, acting with integrity, responsibility, dependability, and accountability.

UNACCEPTABLE BEHAVIOR: Residents were also very clear that what are often typical behaviors during campaigns are not acceptable during a race in Santa Clara. They were asked about six scenarios involving half-truths, scare tactics, last-minute mailers, only criticizing the opponent, and never criticizing the opponent. For example, the least acceptable of six scenarios was:

“Candidate continues to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate.”

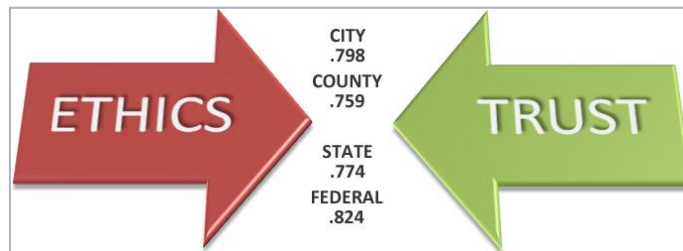
This received an average acceptability score of 1.2 out of 6, where 1.0 is the lowest score possible. Five of the six scenarios received less than 1.8 in average scores.

D. CLEAR STANDARDS/CLEAR COMMUNICATION?

The task facing the City is to develop a plan to turn these challenges into opportunities and to build on the strengths the City already enjoys. Whether the City helps residents with the challenges or not, the 2006 City Calendar has now been in use for seven months. Since the calendar focused on ethics and values in the City, resident awareness must have risen from the time of this survey.

In the *Code of Ethics and Values* and the *Vote Ethics* information, residents now have a clear set of standards and promises, and even some concrete descriptions of what those standards look like in practice. More easily than ever before, residents can judge their experiences against these ideals and draw conclusions. *Vote Ethics* makes the same thing possible in the ballot box.

When the City created its Ethics Code, it believed that the eight core values on the bottom of every page of this report were so fundamental to public trust that it made the practice of those values an ethical obligation for City officials. That



belief now has empirical support, as the graphic illustrates. Ethics and trust are very highly correlated, which means that as one rises or falls, so also does the other one. A “perfect correlation” is indicated by the number 1.000. Researchers rarely see correlations as high as .798, the strength of the relationship between City ethics and City trust. The figure says that at every government level, the evaluation of ethics goes hand in hand with trust. As perceptions of ethics rise and fall, so also does public trust.

The study also shows that ethics evaluations contribute to the other areas which build public trust. Positive judgments about leaders' ethics contribute to stronger evaluations of the quality of life in the City, to feelings that the City is having a more positive impact on residents, and to a more positive evaluation of City services. Just the awareness that the City had an ethics program was enough to lead to significantly higher ratings of City impact and quality of life. Once a person was aware that the City had been recognized for its ethics program by people outside the City, that made a difference to public trust and to ethics evaluations.

This survey strongly suggests that if officials want to build public trust in the City, they should first be sure that City services continue to be excellent, and then they should focus on making values, ethics, and public trust personal priorities.

As the City conducts its campaign ethics and Vote Ethics programs again this year, residents will increasingly see that the City is taking both ethics and public trust seriously. That will encourage them to pay attention to see if those values are alive and well. Each official must do his or her part to be sure that ethics, values, and public trust are among their top priorities. Ethically-appropriate and values-centered action are the best way to communicate priorities to residents, but the survey suggests that communication with residents about the rationale and reasons for action may need to be clearer. Values, ethics, and public trust could become more familiar and comfortable topics for discussion, as familiar as the budget, productivity, and cost-effectiveness. Officials could make a special effort to explain how their decisions were consistent with the City's Ethics Code and also actions that the official believed would build public trust.

It is now time for every City official to step up to truly ethical leadership, to make ethically appropriate decisions, to conduct honorable campaigns, and to communicate honestly with residents. Public trust itself now hangs in the balance.

The researchers and the City are exceedingly grateful to the participants. The participants took the time, gave voice to public trust, called it as they saw it, and gave everyone, but especially City officials and candidates, a great deal to think about. The clear implication is that it is now time for every City official to step up to truly ethical leadership, to make ethically appropriate decisions, to conduct honorable campaigns, and to communicate honestly with residents. Public trust itself now hangs in the balance. "Politics as usual," "campaigns as usual," and "decision-making as usual" have no place in a City committed to public trust.

The City's response to this report itself now presents an opportunity to build public trust. As the City begins to discuss this survey and next steps, the researchers suggest that the City consider a three-part response: additional public discussion and public commitment, continuing practical and visible action, and seeking community partners for public trust. The first two should be the minimum response. The proposals below are examples.

1. **Additional public discussion:** One approach would be to invite the community to one or two facilitated discussions to review the key findings of the survey, make suggestions for building public trust, and propose ideas that could become part of a "good governance plan" staff would draft for Council consideration. The discussion would deliberately seek to expand residents' understanding of City politics and public affairs and could build in the appreciative inquiry questions proposed on the next page. At the same time, to make it easier to participate and to broaden the discussion, the City should experiment with a web forum or facilitated discussion on the web with the same goals in mind, if possible. The discussions could conclude with something concrete: a "good government plan" or a public statement re-committing the City to general or specific action for public trust.

2. **Continuing practical, visible action:** The City could mandate a "public trust review" as part of the City's formal decision-making process for Council, Commissions, departments, etc. Regular discussion about public trust by decision-makers is the goal. Skill-building or orientation workshops could focus on how to do such a review. The review would support two important principles:

Make no important decision without first openly considering its impact on public trust.

Take no action without first communicating clearly to the people why this is in their best interest and how, practically, it will advance the community's good.

3. **Community partners:** A "Partners in Public Trust" program could invite leaders from City-wide organizations dealing with public trust issues to join a City-sponsored "community of practice." A community of practice is a group of people who share similar problems and whose members need to know what each other knows. They would seek better ways to build public trust in the City and their own organizations, improve services to Santa Clara residents, stand in solidarity with the City's Ethics Code, and support the City and each other's efforts. Members would commit to one ethics-related action by their own organizations that benefits Santa Clarans, meet with the City once a year for ethics and public trust brainstorming, and provide feedback by email every

other month. Any of this could be changed and other details worked out if the basic idea is considered desirable and sound.

The researchers suggest that the City let the two principles just mentioned guide it as it determines the best follow-up to this survey and its results.

Finally, fostering public trust takes effort on the part of officials as well as on the part of the public. One powerful reason for engaging in this effort has not yet been mentioned and is appropriate now: Public trust makes real political leadership possible.

In his book, *The Soul of Politics*, Jim Wallis describes the political leadership that public trust, and only public trust, makes possible:

...Politics can make a great difference, for good and for evil, in the ways we live together. Political leaders can appeal to people's best instincts... or manipulate their worst impulses...Which values or fears are awakened or appealed to is, perhaps, the best moral test of politics and politicians.

It is possible to evoke in people a genuine desire to transcend our more selfish interests and respond to a larger vision that gives us a sense of purpose, direction, meaning, and even community.

Real political leadership provides that very thing: it offers to lead people to where, in their best selves, they really want to go. (p.xviii).

II. Background Report

A. MEASURING CONFIDENCE, ETHICS, AND PUBLIC TRUST

Residents' confidence in City services, public trust of government, and opinions about leadership ethics were the central interests of the *Resident Feedback Survey*. In asking residents about these important, often politically-charged topics, the City of Santa Clara joined a small group of cities in the nation with the courage and commitment to ask residents direct questions about trust in local government and the ethics of local leaders. Before it was ready to ask such questions and make the most constructive use of the answers, the City spent two years developing its *Code of Ethics and Values* and five years implementing it among all segments of the community, most recently residents through the 2004 *Vote Ethics* Information Campaign.

Residents' confidence in City services, public trust of government, and opinions about leadership ethics were the survey's central topics.

A joint City-University research team designed the project as a scientific study. They developed the survey questions, including some previously tested in national surveys and new ones targeted to Santa Clara. The research team used a computer program to make sure that every household in the City would have an

Santa Clara now joins a small group of cities in the nation with the courage and commitment to ask residents direct questions about their trust of the local government and the ethics of local leaders.

equal chance of being selected for the scientific random sample. That sample was invited to participate in this study.

With input from the City throughout the process, University researchers administered the survey (online and in a paper version), conducted the statistical tests, and wrote this report. Throughout the project, City staff facilitated communications with the City Council,

City Manager and other staff, residents, and media.

This survey measured public trust and other important resident opinions as they existed in the City in late January 2006. The report presents those results, as well as the results of statistical tests exploring how those opinions related to one another at the time of the survey. Because participants were selected at random from across the City, this report represents the opinions and attitudes of the whole City, with a small margin of error typical of all scientific surveys. For this survey, it is +/- 4.5%.

The survey provided the City with first-time measurements of public trust and other important resident attitudes and opinions. These will be used in the future to help the City understand how and why these attitudes change.

B. THE IMPORTANCE OF PUBLIC TRUST

The U.S. political system is a representative democracy. Politicians (as well as the people they represent) hold radically different positions on many topics. Yet, widespread agreement exists on one key point: the ability of the government to function effectively—or to act at all—comes from the consent of the governed, in direct proportion to how much the public trusts officials to operate in the public’s best interests. As public trust declines, the government loses its moral authority, may lose its legal authority, and is unable to function effectively.

The ability of the government to function effectively—or at all—comes from the consent of the governed, in direct proportion to how much residents trust officials to operate in the public’s best interests.

Beyond that, evidence³ is mounting that the loss of public trust is related to a decline in voter turn-out, increased difficulty to recruit volunteers for appointed positions, lower morale among public administrators and their increased departure to the private sector, and a growing trend (especially in states with initiative processes) for the public to reserve to itself practical decisions that are often better made by experienced elected officials and career professionals (e.g., land use decisions).

C. TRUSTING THIS REPORT

The research team took steps to avoid two dangers that often prevent honest assessments of ethics and public trust in cities:

Bias (i.e., prior beliefs and experiences that, consciously or unintentionally, prevent impartial judgments and impede the truth);
Ethically questionable uses of ethics survey results.

Elected and appointed officials often have a bias against “bad news,” especially in an election year. Since many ethics programs develop in response to crisis or scandal, City leaders often think about “ethics,” “complaints,” and “problems” as inextricably linked. Many have experience with ethics surveys generating more problems than the City has the resources to address.

³ See, for instance, the evidence cited by former Defense Secretary James Schlesinger in *Trust and the Public Service*, the First Annual Elliot Richardson Lecture, delivered to the American Society for Public Administrators at Rutgers University (Newark, N.J.), March 11, 2001, <http://unpan1.un.org/intradoc/groups/public/documents/aspa/unpan002996.pdf>.

As a result, many cities conduct regular satisfaction surveys, but rarely ask about the behaviors of City leaders, the strength of their ethics, or the trust they foster. In addition, some cities have seen even their ethics programs politicized and the results of surveys used for negative attack ads during political campaigns.

Many cities conduct regular satisfaction surveys, but rarely ask about the behaviors of City leaders, the strength of their ethics, or the trust they foster.

If ethics or trust make it through to the survey itself, officials will often write such general questions that it is difficult, for example, to know which level of government the question is asking about. Sometimes results from sensitive questions are left out of public reports or they are presented in such a way that a negative result appears to be positive.

None of this happened in Santa Clara. The survey was included in the Council's adopted goals. No one placed restrictions of any kind on the questions the research team could ask. No one influenced or attempted to influence the results or the way they were presented.

The City Council and the City Manager supported an open, honest, and impartial survey – during an election year. Residents should expect nothing less, but should recognize that this always takes courage and character. “An unrestricted survey” is what ethics “looks like” for people practicing the eight values on the bottom of this page. These are the behaviors City leaders promise to practice when they sign on to the City's *Code of Ethics and Values*.

The City Council and the City Manager supported an open, honest, and impartial survey, during an election year. Residents should expect nothing less, but should recognize that this always takes courage and character.

The research team also took steps to prevent unintentional bias on its own part, always a concern with surveys since researchers may see only what they want to see or unfairly manipulate the statistics until they find what they set out to find. Aware of this possibility, and especially because the author of this report is also the City's Ethics Consultant, the research team asked Dr. Christine Bachen, a City resident and a survey research expert at Santa Clara University, to review the survey and the results to be sure they were both as

bias-free as the research team could make them.

Even with these efforts, the standard disclaimer is still appropriate: Any opinions, interpretations, or conclusions in this report are those of the author and do not necessarily represent the opinions of the City of Santa Clara, the City

Council, or City Staff, nor do they represent the opinions of Santa Clara University or any of its departments.

The research team wishes to thank the survey participants for their time, their honesty, and their insights. The team urges survey participants and all the City's stakeholders to offer comments and suggestions on ways the City might use the results in the future.

D. THE ETHICS CHALLENGE TODAY: "LEAD FROM LIGHT"

The ethics challenge now shifts to everyone who will use these results, especially City leaders and candidates for public office. "Lead from light," author Parker Palmer urges government officials.

In the Santa Clara *Code of Ethics and Values*, the City identified eight values so fundamental to public trust that they became the standards City leaders and residents alike use to assess whether leaders are operating "at their best" for the community.

In this survey, residents said that behaviors based on these values are the most important for public trust: honesty first, followed by (in order) responsibility, accountability, impartiality, fiscal prudence, integrity, and dependability. These are very consistent with the City's already existing *Code*.

(See Appendix A.)

In the *Code of Ethics and Values*, the City identified eight values so fundamental to public trust that they became the standards City leaders and residents alike use to assess whether leaders are operating "at their best" for the community.

As leaders' ethics becomes more questionable, residents are more likely to lower their estimates of quality of life and say that they feel more unsafe in the city, that the City is not as good a place to work or do business, not as good a place to raise a family, spend leisure time, or retire.

One of the most striking findings in the survey is that perceptions about the ethics of leaders are directly tied to public trust, to residents' satisfaction with City services, and to perceptions of "quality of life" in the City. As public perception of ethics rises and falls, so also do public trust and confidence in the City's government and services.

Perhaps even more striking is the finding that as ethics perceptions rise or fall, so also do people's judgments of the quality of life in the City.

To be more specific, if a resident judges that City officials are acting in ethically questionable ways, the ethics rating goes down, but so also does public trust in the government and public confidence in the City's services. As leaders' ethics

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becomes more questionable, residents are more likely to lower their estimates of quality of life and say that they feel more unsafe in the City, that the City is not as good a place to work or do business, not as good a place to raise a family, spend leisure time, or retire.

People often go into public service to improve others' quality of life. The survey reminds public officials that the policies and programs implemented under the leader's watch do impact quality of life. In the City of Santa Clara, quality of life is directly correlated with residents' perceptions of leadership ethics. The relationships among ethics, quality of life, trust, and city services, and a few other measures are among the most statistically strong results in the survey.

This finding provides empirical support for one of the basic messages the Ethics Program gives to leaders: "Every decision involving ethics either contributes to public trust or tears it down. There is no steady state. Every decision you make for good or bad impacts on the lives of City residents. Do your best to lead from light."

Not only do candidates have to worry about winning, but at the very least they have an obligation to do no further harm to public trust.

"Leading from light" is the exhortation of author Parker Palmer. The survey provides clear empirical support for this approach to leadership:

A leader is a person who has an unusual degree of power to project on other people his or her shadow, or his or her light. A leader is a person who has an unusual degree of power to create the conditions under which other people must live and move and have their being.... A leader is a person who must take special responsibility for what's going on inside him or herself, inside his or her consciousness, lest the act of leadership create more harm than good. (Parker Palmer, *Leading from Within*, available online at <http://learninginaction.com/PDF/Leading.pdf>.)

Public trust is very much at risk during campaigns for office. Most residents have very clear ideas about acceptable and unacceptable campaign behavior. This places a greater burden on candidates, and all who support them: not only do candidates have to worry about winning, but at the very least they have an obligation to do no further harm to public trust. With a little effort, they can role model the behaviors that residents say build trust, being honest, responsible, and acting with integrity.

For some residents, this survey fostered the trust it was asking about. Given that, residents are likely to lose trust if the results are now used in ethically inappropriate ways. Drawing from the campaign scenarios residents found

unacceptable (see pp. 39, 40 and 41), the survey suggests that residents are likely to lose trust if the results are used to:

launch an unfair attack on individuals or groups,
advance narrow political or personal interests or ambitions,
blame someone or some group unfairly,
take credit for something that many people had a hand in creating,
support a person, policy, or issue by overstating, understating,
fabricating, denying, or evading the truth of these results.

E. APPRECIATIVE INQUIRY

The previous section is a good example of how the City's Ethics Program works. It was designed to be practical, translating a set of core values into everyday behaviors, strengthening decision-making, and providing skills training to remove

Living up to their ethical potential does not require City leaders to possess superpowers or to be saints.

obstacles to ethically appropriate behavior. The vision for the Program was also positive. Rather than focusing on how to detect and deter unethical behavior, the program presented a vision of the City "at its best," living up to its potential in the practice of ethics and the other City Core Values.

Living up to their ethical potential does not require City leaders to possess superpowers or to be saints. Instead, the *Code of Ethics and Values* describes behaviors the City and all of its leaders already practice when they are **at their best** in their treatment of residents and each other, again behaviors that are listed on the bottom of each page of this report.

"Why not 'at our best' every day?" became the motivating vision for the Ethics Program, with implementation focusing on the skills to make that vision increasingly a reality. The City's recognition programs, "Ethical Campaigning" program, and *Vote Ethics* program for residents all contributed to "at our best" every day.

It is now up to the City—leaders, residents, and friends—to determine a similar programmatic approach based on the results of this survey and other input. Important to that effort is understanding one of the central ideas guiding various parts of the Ethics Program and the survey. That idea is **appreciative inquiry**.

Appreciative inquiry asks people to discover what is working in the organization and gives it energy, to dream about a future vision of what the City really can be, and to determine the steps to get from here to there.

Appreciative inquiry is both a program philosophy and a set of research methods. It focuses people's energy on what is working well and contributing to the City's growth. It directs energy away from what is broken and a problem. Instead it identifies what is working in many places in the organization and it asks, "How can we get this same energy and accomplishment working throughout the organization?" It encourages people to *discover* what's working, *dream* about a future vision of what the City really can be, and *determine* the steps to get from here to there.

In a similar way, appreciative inquiry motivates the key questions the Santa Clara community must now address:

1. Where, when, and how is the City *at its best* in fostering public trust today?
2. What is the City's most compelling "practical vision" for the future of public trust here in Santa Clara?
3. What manageable next steps can the City take to build upon its successes and begin to make the "practical vision" real? In other words, how does the City get from here to there?

F. FOSTERING PUBLIC TRUST: LESSONS LEARNED



This report defines *public trust* as the people's belief that they can confidently rely on their government to work for the good of the whole community and to act—at all times—in the people's best interest. Not surprisingly, the results show that public trust is complex and that many resident experiences and perceptions impact it.

As a result of this survey, however, the City has identified five factors that have a very strong impact on public trust. These are shown on the cover

and in the illustration. These may change as the City's knowledge grows. Today, however, the City can move forward with its plans and programs based on the results of this survey.

To begin the City's discussion, the researchers offer this set of initial conclusions and suggestions--lessons learned or suggested by the study. The City and the researchers welcome readers' comments, alternative interpretations, and additional conclusions.

1. **Public trust is dynamic.** It rises or falls as residents have experiences and form perceptions in five key areas. These are the "five fundamentals"

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which support and foster public trust in the City of Santa Clara. The most direct path to the deeply-rooted public trust the City seeks lies in continuous improvement in each of these five, working toward the day when experience and perception align and residents describe the City, its leadership, and its candidates as “superb,” “impeccable,” “honorable,” “excellent,” and “positive.” It is also true that if any one of these fundamentals declines or disappears, public trust tumbles.

2. **Public trust is built on the good work of everyone and every department delivering services.** Residents are more likely to trust the City to serve their best interests if, in fact, City services already do. Continuous improvement and good communication with residents has contributed to the high evaluations in this area. Those ratings indicate the City has already reached “superb” status with many residents.
3. **Public trust goes hand in hand with a basic perception that the City impacts daily life in significant, positive ways.** Trust does not grow if the perception of the City’s impact is “too little to tell” nor does it grow if a resident feels the impact on everyday life is negative. The high quality of City services has a direct impact here.
4. **Public trust is linked with residents’ beliefs that they enjoy an excellent “quality of life” overall,** as well as in other important areas: safety, raising a family, working, relaxing, and retiring. The more positive the impact and the higher the quality of life the more residents trust that this City delivers in the areas residents often care most about.
5. **Public trust is intimately connected with judgments about the ethics of City officials.** Residents develop “confident reliance” on officials who consistently demonstrate the behaviors that residents say most build public trust: honesty, responsibility and dependability, integrity, fiscal prudence, impartiality, and accountability at all times, whether they are in public or in private. Residents especially do not trust officials who appear to serve private or special interests over the public’s best interests.
6. **Public trust rises and falls during campaigns as residents form positive or negative perceptions of candidates and campaigns.** Candidates for public office in the City strengthen or weaken public trust based on their actions and what those actions communicate to residents about honesty, integrity, and responsibility.
7. **To strengthen public trust or, at the very least, to do no further harm to it, candidates and City officials need to consider carefully residents’ current point of view about campaigns and to plan accordingly.**

Make no important decision without first considering its impact on public trust.

The survey results indicate that residents typically:

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

Believe they can have “a big impact on making the City a better place to live.”

Eight out of ten say they vote in local elections, with almost half saying that voting is “the only way people like me can have any say in how the City government runs things.”

Yet, despite a strong voting record, almost half say they “don’t know” if elections in the City have gotten better, worse, or stayed the same in terms of ethics and values,

Say they do not know much about City politics and public affairs, most do not talk with their friends about politics and public affairs, and almost half find these topics too complicated “for someone like me to understand.”

Yet, when presented with campaign scenarios, residents have very clear ideas of what is acceptable and unacceptable behavior.

React very negatively to any form of candidate dishonesty, and

Believe the City has an appropriate cap on campaign spending.

Residents also typically:

Feel they do not have enough information to make an informed voting choice,

believe most candidates do whatever it takes to win, do not tell the truth about themselves and certainly not about their opponents;

believe candidates fail to take responsibility to control the unfair attacks on opponents by supporters,

value dependability and accountability, and one of four found the *Vote Ethics* material very useful.

8. **Anytime one of the five factors (campaigns, City’s impact on people/ residents’ daily lives, City services, quality of life in the City, and leaders’ ethics) come to the attention of the public, it will have an impact on residents’ perceptions, and that will either build public trust or weaken it. The study suggests that programs that are most likely to foster public trust should involve:**

- a. **Public discussion**, printed resources, study session or other forms of training designed to help residents make sense of the topic at hand. Given the number of people who feel they do not know enough about City politics and public affairs, **some effort should be made to build the public’s knowledge base.**

For example, this report could lead to a public discussion of its findings, perhaps using the three appreciative inquiry questions on p. 23 above. This could conclude with a public recommitment of the City to fostering public trust, or to something else where the community can come together to learn and to work together to build the City. Such events also present the opportunity for internal and external communication, both of which the study suggests should be used to build awareness.

- b. **Practical, visible action** designed to keep public trust a top-of-the-mind concern as City officials and staff go about doing their regular work. On page 14, one such action was suggested--a “public trust review” using two guiding principles as part of the City’s decision process for important decisions:
 - i. **“Make no important decision without first considering its impact on public trust.”** Staff analyses and public comments would raise issues of potential impact on public trust during the public discussion.
 - ii. **Take no action without first communicating to the public how this action advanced the community’s good and why the decision-makers believe it is in the resident’s best interest.**

Such a process could enhance open government and transparency, tie decisions more explicitly to the City’s Ethics Code, improve resident understanding, and take the Ethics Program to the next level.

- c. Finally, **spread the word.** Make use of communications inside and outside the City. Recruit partners who can help to make residents aware of the City’s efforts. A “Partners for Public Trust” Program, spearheaded by the City, was mentioned earlier. It could invite institutions and businesses in the City to face their own crises in public trust and, as partners, to help the City develop strategies and provide on-going ‘feedback and suggestions.’

III. Research Summary

The first step was to create an ethics code that would be a useful tool for the everyday ethics issues and decisions that are a regular part of making policy and providing services in a 21st Century municipality.

The long-term goals were to make a good community into a great community; to engage City officials, candidates for office, and City staff in a continuous improvement process; and to deepen the respect and the mutual trust of residents, elected and appointed officials, and City staff.

After an extensive public process, the City Council adopted a new Santa Clara Code of Ethics and Values in August 2000. City officials promised residents that the City's eight core values (listed at the bottom of the pages of this report) would be integrated into the everyday work of City Hall. The challenge the City accepted was to make the Code of Ethics and Values real every day.

From the beginning, the mission of the Ethics and Values Program was to foster public trust and confidence in the City's government and services by promoting and maintaining the highest standards of professional conduct among elected and appointed officials, City staff, and City volunteers.

A. SURVEY GOALS

For the past five years, the City has implemented a comprehensive ethics program for City officials, staff, and residents. When the Code was adopted, the Council also agreed to assess the Program and revise the Ethics Code as necessary to keep it a living document.

This survey was conducted to meet current City Council goals to take the Ethics Program to the next level, assess the first five years of the Ethics and Values Program, plan future programs, and determine opportunities and methods for further communication with citizens about ethics and values.

To meet these purposes, the survey asked residents about government trust, the City's impact on residents, public confidence in City services, quality of life in the City, leadership ethics, and the behaviors that foster public trust, especially during political campaigns. It assessed awareness and impact of various parts of the Ethics Program, especially the Code of Ethics and Values and the City's 2004 Vote Ethics information campaign.

B. ADMINISTRATION

Residents in 3200 randomly selected Santa Clara City households were invited to participate in the study's scientific sample. Residents from 323 households

eventually filled out surveys (Appendix F), yielding a response rate of 10.1%, slightly lower than typical rates of 12% to 14% for similar surveys.

Every household in the City had an equal chance of being selected for the survey. From a list of all household addresses, a computer selected the initial list of households randomly, using a process similar to picking addresses out of a hat. Each selected household received a letter and two follow-up postcards inviting up to two residents over the age of 18 to fill out the survey online or using a paper version. The survey took 20-30 minutes to complete.

Seven of the 323 households submitted surveys from two residents, yielding a total sample size of 330 completed surveys. A random sample of this size is representative of the entire population of the City of Santa Clara with a margin of error of plus or minus 4.5%.

C. SURVEY PARTICIPANTS

The average age of the 330 residents in the scientific sample is 51, with ages ranging from 19 to 93. The group is almost equally divided between men and women. They have lived in the City an average of 18 years as adults, with individuals ranging from one year to 55 years. Three out of four own their own home; the rest are renters.

Table 1 shows the percentage of racial and ethnic background of the City and the survey participants. Column "A" shows the Census 2000 data. Column "B" are the data for the scientific sample.

About three out of four participants is white; about one in 10 is Asian; almost one in ten identifies as "some other race" and about one in 14 identifies as Hispanic. The sample shows some diversity and representation across racial and ethnic backgrounds, but not as much as the researchers had hoped. This is a weakness in the study.

About a third have completed high school or taken some college courses. Another third have college degrees. The final third have taken graduate courses or have a graduate degree.

TABLE 1		
RACIAL BACKGROUND CENSUS 2000 (A) AND SAMPLE (B)		
RACIAL BACKGROUND	A	B
White	56	74
Black/ African American	2	2
Am. Indian/ Alaska native	1	1
Asian	29	11
Native Hawaiian/ Pacific Isl.	.4	1.2
Some other race	7	9.8
Two or more	5	
Hispanic	16	7

Only one in 14 has been involved as a City official or City staff, run for office, or volunteered in a campaign. About one in four had occasional or frequent contact

with the City Council prior to completing the survey. About one in three said they had occasional or frequent contact with City staff.

Almost 8 out of 10 residents said that they usually vote in Santa Clara City elections. About the same number said they voted in the 2004 election. The percentage of actual voters in 2004 was not readily available for comparison.

The majority of the sample do not have extensive involvement with the City or the personal experience and knowledge that comes from such involvement. In this, the sample looks very much like the large majority of City residents, who do not have much involvement with the inner workings of the City.

D. PUBLIC TRUST

Public trust was defined in practical terms as residents' responses on a 6-point scale to Question 11: "In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent?" Residents were asked to rate the "Federal Government in Washington, D.C.," "California State Government," "Santa Clara County Government," and "Santa Clara City Government." The rating scale was defined as: "1= 'No trust,' 6='Great deal of trust,' and 2 through 5 are in between."

Throughout the survey, 1 represents the lowest rating; ratings of 3, 2, or 1 are on the negative side of the scale. 6 is the highest rating; ratings of 4, 5, or 6 are on the positive side of the scale.

One out of every two Santa Clara residents gave the City trust ratings of 5 or 6, the highest scores they could give.

More than three out of four residents gave the City a positive trust rating of 4, 5, or 6. This is exactly the reverse for the Federal Government, where more than three out of four residents chose a negative rating of 1, 2, or 3.

It is not surprising that residents trust their local governments more than Federal or State governments. Previous research, some of which is discussed in the Technical Report, confirms that City and County governments are the most trusted. Residents are likely to have more positive first-hand experience or direct contact with local officials than officials at the other levels.

The important finding here is that Santa Clara residents trust the City much more and Federal and State much less than in other comparable surveys (discussed in the main report).

One out of every two Santa Clara residents gave the City trust ratings of 5 or 6, the highest scores they could give. One out of four gave their highest scores to

the County. Only one out of 10 gave these trust ratings to the State or Federal Governments.

In contrast, only one in ten gave the City the lowest trust scores they could (1 or 2.) One of four or five gave their lowest trust ratings to the State and Federal Governments respectively.

Average trust scores, calculated from the individual ratings, have a possible range from a low score of 1.0 to a high score of 6.0. An average trust score between 1.0 and 3.0 is on the negative side of the scale, while 3.01 to 6.0 is on the positive side.

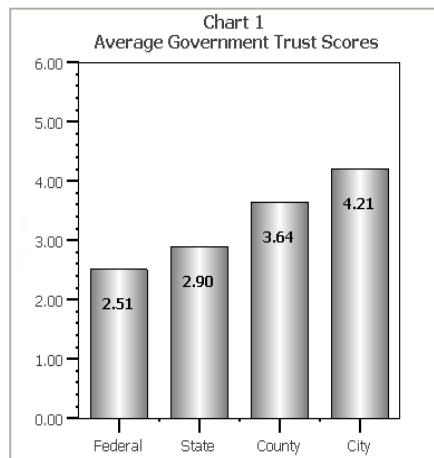


Chart 1 shows that the Federal and State governments both received average scores on the negative side of the scale. The Federal Government had an average trust score of 2.5; the State's score was 2.9. The County and the City both received average scores on the positive side of the scale, with 3.6 for the County and 4.2 for the City.

The results clearly show that residents trust the City's elected officials more than County officials and much more than either State or Federal officials. Even so, about one out of four residents gave the City an individual trust rating on the negative side of the scale, with 14% - 3, 5% - 2, and 4% - 1 (or "No trust"). These residents have little to no trust that City officials are representing residents' best interests. Fostering public trust should continue to be an important activity for the City.

Attention should be given to methods that would yield smaller percentages of people giving the three lowest trust ratings. At the same time, strategies should be implemented to maintain and strengthen the positive public trust the City already enjoys.

Fostering public trust should continue to be an important activity for the City.

A few years ago, a writer for *Newsweek International* described the critical importance of public trust for every government level:

Democracy is the most delicate of political systems. Kings had divine right. Tyrants use force. But the authority of democratically elected leaders draws on nothing more substantial than a contract with the people: legitimacy hangs from a single skein of public trust. That trust cannot be obtained by force or mandated by law. It is an

unmatched power source—politicians whom people trust can do almost anything—and the indispensable attribute of a democratic political culture. Without trust, democracy dies (Newsweek International, July 23, 2004).

Fostering public trust at the City level is especially important because the survey shows that people tend to be consistent in their trust of government. If someone gives a positive rating to one level, he or she tends to give positive ratings to the other levels. Similarly, someone giving negative trust ratings to one level gives similar low ratings to the other levels. This finding is statistically significant, which means it is unlikely to have happened by chance.

National polls show that public trust in Federal and State governments is currently dropping. At such a time, the City has even a greater need to take positive steps to foster public trust in the government level closest to the people. These steps should seek to offset any decline in public trust at the City level as a result of a decline in trust at the Federal or State level.

E. GOVERNMENT IMPACT

The survey shows that some experiences and perceptions are critical to public trust for Santa Clara residents. One such factor is the resident's perception of the government's impact on day-to-day life.

Question 10a asked: **"Based on your experiences, how much impact, if any, does each of these groups have on your day-to-day life?"** Again, residents were asked to rate each of the four government levels by choosing a number from 1 ("No impact at all") to 6 ("Great deal of impact"). Question 10b then asked residents whether they would describe the impact as "primarily negative, primarily positive, or too little to tell."

About 70% of residents say that City has a "primarily positive" impact on their lives. About 50% say the same for the County and the State. About 30% are positive about the Federal Government's impact.

The differences are more striking among those saying the impact is "primarily negative." About one out of three residents are negative about State and Federal impact, compared to one of 17 for the County and one of 25 who are negative about the City's impact.

Figure 1
Impact and Trust



Trust and impact go hand in hand. Figure 1 shows that those who perceive the City's impact on day-to-day life as "primarily positive" have much higher trust scores (4.56) than those who perceive the City's impact as "primarily negative" (1.71).

Two other sets of results, quality of life and satisfaction with City services, help to clarify how residents develop positive or negative perceptions of the City's impact.

F. QUALITY OF LIFE

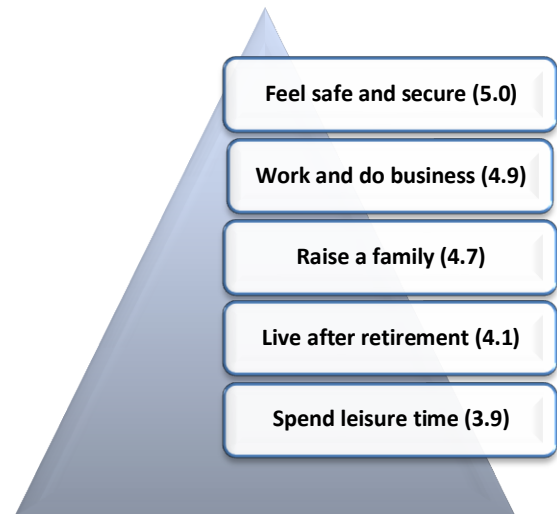
Question 7 asked, **“How would you rate the City of Santa Clara as a place to feel safe and secure, live after retirement, raise a family, spend leisure time, work and do business, and overall as a place to live?”**

Again, residents used a 6-point rating scale, where 1= “poor” and 6=“excellent,” with 2 through 5 in between.

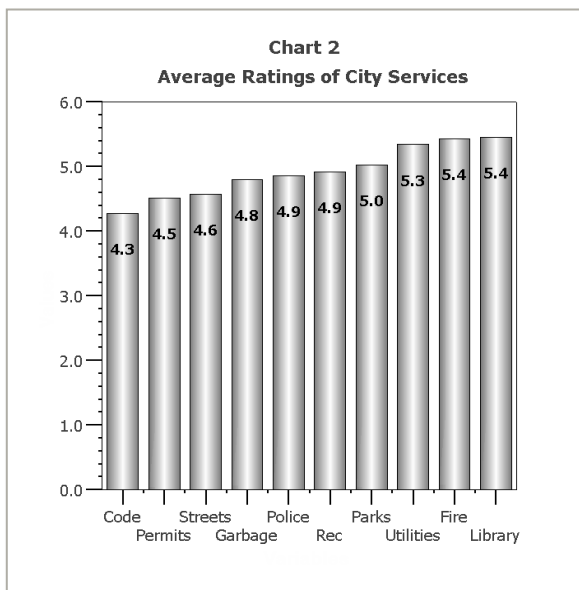
Figure 2 shows that residents rate the City very highly on safety, business, and raising a family, with average scores at about 5 out of 6. Retirement and leisure time receive lower, but still positive ratings, at about 4 out of 6.

The rating for “overall as a place to live” is also very high (4.9).

Figure 2
Quality of Life Ratings



G. SATISFACTION WITH CITY SERVICES



Residents were asked to rate ten City services, again using the 6-point scale, where 1=“poor” and 6=“excellent”. The results indicate very high satisfaction with City services.

Chart 2 shows that the average ratings ranged from 4.3 for Code Enforcement to 5.4 for the Fire Department and the Library. Rounding the numbers using a standard rounding rule shows that all services, except one, are rated very highly, at about a 5 out of 6. Code Enforcement and Permits were rated

about a 4 out of 6, which is still on the positive side of the scale, but as is

discussed on page 78, because between 1/3 and 1/2 of residents answered “don’t know” or had no experience.

The average service rating given by individual residents was also calculated. Three out of every 4 residents rated department services on average from 4.5 to 6.0 on the 6-point scale. One out of every four residents gave departments an average service rating from 5.51 to 6.

H. CITY SERVICES, QUALITY OF LIFE, AND PUBLIC TRUST

Not surprisingly, public trust in City officials is strongly related to residents’ evaluations of City services and their perceptions about quality of life. Specifically:

The more satisfied a resident is with City services in general, the more he or she is likely to judge overall quality of life to be very good.

The more satisfied someone is with City services, the more proud they are to tell people they live in the City of Santa Clara.

The more proud they are, the more they believe the City is going in the right direction.

Pride, the sense of “right direction,” and a high resident rating of quality of life in the City—all are directly related to increases in public trust.

Every City service contributes to public trust; as each Department’s rating rises or falls, so also does public trust.

The more satisfied a resident is with City services, the more trust the resident has that City Officials are operating with the residents’ best interests at heart.

The reverse is also true: the less satisfied the resident is with City services, the more dissatisfied the resident with quality of life and the lower the public trust.

All the relationships reported in this section are statistically significant, i.e., very unlikely to have happened by chance.

I. FOSTERING PUBLIC TRUST

Survey results presented so far suggest that to foster public trust, the City should work to strengthen any of the factors influencing that trust:

the perception that the City’s impact is primarily positive;

the sense of pride in the City and the perception that the City is going “in the right direction;”

the positive evaluation of the City as a safe place, a good place to conduct business or raise a family, a good place to retire and to spend leisure time;

the perception that the City is, overall, a good place to live;

the evaluation of City services as a group or by individual department, since the findings show that every City service contributes to public trust; as each Department's rating rises or falls, so also does public trust.

J. NO IMPACT ON PUBLIC TRUST

Statistical tests show that public trust is not related to age, gender, home ownership, whether someone plans to live in the City in five years, or whether the resident is a Democrat or a Republican. This means that the groups within each category (e.g., women and men) assign virtually the same trust scores.

Similarly, a resident's prior involvement with the City as a candidate, elected official, staff member, or volunteer has no impact on how much they do or do not trust the City, nor does involvement make a difference in judgments about the ethics of elected officials.

Prior involvement *does* make a difference in perceptions of the impact of the City on day-to-day life. Those involved give higher impact scores than those who are not involved.

Similarly, Council or Staff contact influences perceptions of City impact. Not surprisingly, those with more Council or Staff contact give higher impact scores than those without such contact.

K. GOVERNMENT ETHICS

Question 12 asked the first of a number of questions concerning ethics and values: **"In general, how would you rate the ethical behavior of each group?"**

Residents were again asked about all four government levels and again used the six point scale, with 1="poor" and 6="excellent."

The results shown in Chart 3 are very similar to those for public trust. The lowest average ethics score (just about a 2 out of 6) is given to the Federal Government. The State is next, at around a 3. Both of these scores are on the negative side of the scale. The County jumps almost a point to just about a 4 and the City is slightly higher with a solid 4 out of 6. The

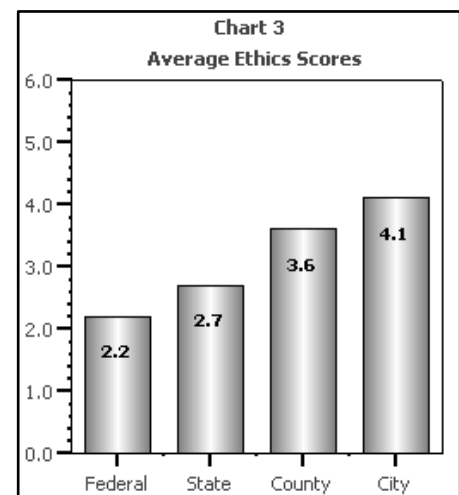


Table 2
Comparison of % Assigning Lowest
and Highest Ethics Scores by Gov Level

Gov Level	"Poor"(1)	"Excellent" (6)
City	1 of 20 (5%)	1 of 11 (9%)
County	1 of 20 (5%)	1 of 50 (2%)
State	1 of 6 (18%)	1 of 100 (1%)
Federal	1 of 3 (37%)	1 of 100 (1%)

City's score is almost twice the score for the Federal Government.

An examination of the way residents distributed their highest and lowest ratings helps to explain the differences among the government levels.

Table 2 shows that the State and Federal Governments received residents' lowest scores of 1 ("Poor") far more frequently than the City or County. The highest rating of 6 ("excellent") was given to the City by one of 11 residents and to the State

and Federal Governments by one of 100.

About seven out of every ten residents rated City officials on the upper side of the scale (4 through 6). About three out of every ten rated City ethics on the lower side of the scale (1 through 3).

Again, the dramatic differences between the City and the Federal Government should not hide the fact that 10% of City residents have a poor perception and another 15% are less than satisfied with the ethics of Santa Clara City Government Officials. As it implements strategies to foster public trust, the City should also implement strategies designed to strengthen both the behavior of City officials and residents' perceptions of such behavior. Again, survey findings presented in the next sections will suggest some of the most promising strategies.

L. THE CENTRAL ROLE OF ETHICS

Continuing to promote the highest standards of conduct for City officials is important because ethics and public trust go hand in hand. At every level of government, those who rate ethical behavior highly also have higher levels of public trust. Similarly, lower ratings of ethical behavior are accompanied by similarly lower ratings in public trust.

The strongest predictor of public trust is the resident's perception of the ethical behavior of City officials. The fact is that public trust rises or falls on something as imprecise as the judgments

The strongest predictor of public trust is the resident's perception of the ethical behavior of City officials.

people make of other people's ethics. It is often said, "good ethics is good politics." This study shows that good ethics is integrally connected to strong public trust.

Good ethics is fundamental not only to public trust, but to every activity that fosters public trust. Positive ethics evaluations are linked to positive judgments about City impact, greater pride in the City, stronger convictions that the City is going in the right direction, more positive evaluations of City services, and more favorable ratings of the City's quality of life.

In short, the study shows that: the more the resident believes that City officials are acting ethically, the more satisfied the resident is with Santa Clara services and the more likely the resident is to say that Santa Clara is a safe place and a very good place to raise a family, work, relax, and retire.

Ethics ratings are not related to gender differences, party differences, age, involvement, prior contact with the Council or City staff, a resident's voting record, or whether they were aware of the Ethics Program as a whole or of its individual components.

M. BEHAVIORS NECESSARY FOR PUBLIC TRUST

Residents were given a list of 25 leadership behaviors **"that Santa Clara and other cities have identified as important to the public's trust of their local government."** Question 19 asked residents how important each one was **"in order for you to have trust and confidence in the City's government and services."**

Question 20 then asked, **"Which five do you believe are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence?"**

For Question 19, residents rated every one of the 25 behaviors at a 5 or above. All are important to public trust.

The results for Question 20 are shown in Figure 3. Honesty is at the top of the list of the most necessary leadership behaviors for public trust.

The two questions yielded the same list of behaviors



but in a slightly different order. Question 19 listed “concern for the environment” next, while Question 20 listed “respect” as the next most important behavior.

This finding suggests two follow-up activities: first, to highlight these behaviors which are already included in the *Code of Ethics and Values*; second, to use study sessions or other means to further develop the abilities of City officials to recognize and respond to opportunities to practice these behaviors during their regular work for the City.

N. ETHICS PROGRAM AWARENESS

Awareness of the Ethics Program is low, making the relatively high Ethics Evaluation and the Public Trust scores all the more remarkable. The *Code of Ethics and Values* enjoys more awareness than any other part of the Program. At that, just about two out of five residents are aware of the six year-old *Code of*

Two out of five residents are aware of the six year-old *Code of Ethics and Values*. Half the residents say they were not at all aware over the last five years that the City was implementing a program in ethics and values for City leadership.

Ethics and Values. One out of five residents were aware of the 2004 *Vote Ethics* public outreach program. This may be a high percentage for a new program, especially if it is compared with Ethics Code awareness. After one year, *Vote Ethics* has half the awareness that the Ethics Code has after six years.

Half the residents say they were *not at all* aware over the last five years that the City was implementing a program in ethics and values for City leadership. Another one in

four was *not very* aware. About one in six is aware of the Campaign Finance Ordinance and that Santa Clara has received state and national recognition for its Ethics and Values Program.

Awareness of the recognition the City has received makes a difference in the way residents evaluate the ethics of public officials. Those aware of the recognition evaluated the ethics of City officials more positively than those who did not know about the recognition.

Those who are most aware of the Ethics Program are those who have been involved with the City, voted in 2004, have a history of voting, and had contact with the City Council and/or the City staff. Gender and party affiliation were not related.

Despite the small numbers of people who were aware of the Ethics Program, program awareness makes a difference in a number of ways with the important

measures in this study. Table 3 explores whether awareness of the Ethics Program overall or any of its components has an impact on the ratings residents give City impact (impact of the City on day-to-day life), overall quality of life (Santa Clara overall as a place to live), City ethics (rating of the ethical behavior of the City government) and Public trust (trust that the City government operates in the best interests of residents.)

It turns out that if residents have any awareness of the Code of Ethics, the Ethics Program, or any of its components, they give statistically higher scores on the measures marked with “Yes” in Table 3 than residents who are not aware. Awareness of the campaign workshops is the only exception to this. Fewer than one in ten were aware of these workshops.

The City impact score is most directly influenced by awareness of Ethics Program components. The Code of Ethics and Campaign Finance spending cap also give high quality of life scores.

Table 3 Aware Residents Rate City Higher				
AWARENESS	City Impact	Overall Quality	City Ethics	Public Trust
General awareness	YES			
Code of Ethics	YES	YES		
Vote Ethics	YES			
Recognition	YES	YES	YES	YES
Study Sessions	YES			
Orientation	YES			
Campaign Finance		YES		
Campaign Workshop				

The most interesting finding concerns awareness of the recognition the City has received for its ethics work. That awareness leads to significantly higher scores for impact, quality of life, City ethics, and City trust.

These findings make sense. It may very well be that residents are somewhat skeptical of the impact of Ethics Programs, and may think it is more for show than for substance. Recognition by outside agencies allow the resident to suspend their disbelief and skepticism, since reputable other agencies think the City’s effort is worthwhile.

This has practical implications for the City. Develop a plan to raise people’s awareness of the Ethics Program, but be sure the methods for raising awareness

appear to be more than public relations or self-promotion, especially since this is an election year.

O. CAMPAIGN ETHICS

The results presented in this section indicate that public trust is very much at risk during campaigns for elected City office. Three out of four survey participants say they vote in Santa Clara City elections “most of the time” (10%) or “almost always” (68%). One in eight say they never vote. Yet, half the residents say they “don’t know” if the ethics of campaigns have gotten better, worse, or stayed the same. Not surprisingly, the opinions about campaign ethics vary widely. About half of those answering think campaign ethics are about the same as they have been; the other half are almost equally divided between those who think campaign ethics are worse and those who think they are better.

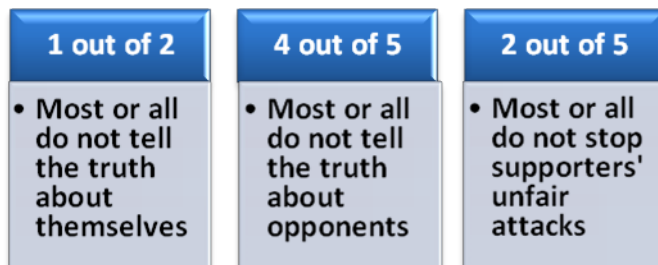
1. Character and Conduct

Residents were asked about their “general perceptions of the behavior of candidates running for elected office in the City” and were asked to base their answers on the Santa Clara City elections they had experienced. The figures on the left and below describe residents’ perceptions of candidates for elected office in the City. Each box first lists the number of people and then their opinion about candidates.



Two out of five residents believe that most or all candidates conduct what the resident considers to be “an ethical campaign.” Yet, three out of four believe that some, most, or all candidates “do whatever it takes to win.” Somewhat surprisingly, among those three out of four are 20% of the people who believe candidates conduct ethical campaigns. “Doing whatever it takes to win” and conducting “ethical campaigns” would appear to be contradictory behaviors, but the survey did not ask people to define what they meant by an ethical campaign.

Four out of five believe candidates do not tell the truth about their opponents. Just about half believe candidates do not even tell the truth about themselves. Two out of five believe most or all candidates do not take responsibility for their supporters’ unfair attacks on opponents.



These questions asked residents about four campaign behaviors that are consistent with the State of California’s *Code of Fair Campaign Practices* and also

with the City's *Code of Ethics and Values*. Those positive behaviors were:

- Believing that the candidate had a responsibility to try to stop supporters from unfairly attacking an opponent;
- Conducting what the resident considered an ethical campaign;
- Telling voters the truth about opponents; and

Twenty percent to 75% say that some, most, or all candidates engage in one or more behaviors that are inconsistent with ...the City's *Code of Ethics and Values*.

Telling voters the truth about the candidate.

Engaging in the opposite of these positive behaviors (e.g., allowing unfair attacks, using ethically-inappropriate campaign practices, telling lies or half-truths about opponents or the candidate, etc.) violates both codes. It is also a violation of both

codes to "Do whatever it takes to win," an additional negative behavior about which residents were asked.

Approached from the perspective of the State and City codes, the results show that, depending on the campaign topic residents are asked about, 20% to 75% of residents say that some, most, or all candidates engage in one or more behaviors that are inconsistent with the *State's Code of Fair Campaign Practices* and the *City's Code of Ethics and Values*.

2. Acceptable Behavior

Residents may hold diverse or contradictory opinions about the character of candidates, but they sent the strongest messages of the survey about acceptable and unacceptable campaign behavior. They were asked, "In your opinion, how acceptable, if at all, is each of the following legal campaign practices during a Santa Clara election?"

Residents sent the strongest messages of the survey about acceptable and unacceptable campaign behavior.

Five of the six scenarios received average acceptability scores of less than 1.8, with three receiving 1.3 or less. With 1 as the lowest possible score and 6 as the highest, an *average* score of 1.3 from 330 respondents is about as close to consensus as one ever finds in a survey. These behaviors (with average scores in parentheses) are *not acceptable* to residents during a City election campaign:

Continuing to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate (1.2);

Sending a negative mail piece in the last few days claiming the opponent once filed for bankruptcy, but failing to mention that all debts had been paid (1.3);

Sending a mailer exaggerating the opponent's position in order to scare voters away from the opponent (1.3);

Benefiting from an independent political action committee whose goal is to defeat the opponent and whose funds allow weekly mailers with unsubstantiated allegations attacking the opponent's character (1.4);

Taking every opportunity to criticize an opponent's record and position on issues, rather than presenting the candidate's own record and position (1.8).

Only one behavior was judged acceptable with a rating of about 4 out of 6.

Refusing to compare themselves to their opponent or to criticize the opponent in any way, even if the candidate believes the criticism is warranted, and presenting only the candidate's own position and record.

3. Endorsements

Table 4 explores the impact endorsements may play in the public's trust of candidates for City election.

Listed first are individuals or organizations which typically endorse City candidates. Next is the percent of residents who are not familiar with the endorser or who say the endorsement has no impact on their trust of candidates. Depending on the endorser, anywhere from 41% to 76% of respondents said the endorsement would have no impact on candidate trust.

The final column lists the result of subtracting the percent of residents who say the endorsement **hurts** candidate trust from the percent saying the endorsement **helps**

Table 4 Impact of Endorsements on Trust		
<i>Endorsers</i>	<i>% No impact</i>	<i>Trust Factor</i>
Firefighters Union	48	26
Police Officers Association	48	24
San Jose Mercury News	41	23
City Council members (current)	58	18
Mayor (current or former)	57	17
Sierra Club	48	16
City Council members (former)	59	16
City Commissioners (current or former)	67	13
Democratic Party (local)	43	13
Santa Clara County League of Conservation Voters	63	9
County, State, Federal Officials	57	9
AFL-CIO Central Labor Council	55	(5)
Tri-County Apartment Association	76	(12)
Santa Clara County Real Estate Board	71	(18)
Republican Party (local)	45	(22)

candidate trust. The resulting **Endorsement Trust Factor** score represents the net gain in trust that the endorsement is likely to provide to the candidate. A positive score indicates a net positive effect on trust from that endorsement; a negative score indicates a net negative effect on trust from that endorsement.

Endorsers are listed in order, from highest trust factor to lowest. At the top of the list are the Firefighters Union, the Police Officers Association, and the Mercury News, in that order.

At the bottom of the list with negative scores are the AFL-CIO Central Labor Council, the Tri-County Apartment Association, the Santa Clara County Real Estate Board, and the Republican Party. (Note: only one in five survey participants identified themselves as Republican.)

4. Campaign Spending

Two out of three residents believe the upper limit for spending on a local campaign (quoted in the survey as \$28,000) is just the right amount. One of five believes it is too much to spend on a local campaign in Santa Clara. One out of six believes it is too little to spend on a campaign.

Overall, the results show that public trust is very much at risk during election campaigns.

5. Important Information Sources During Elections

Question 27 asked about important information sources during the 2004 election: **“Voters received information in the November 3, 2004 election from a variety of sources. As best you can recall, how important, if at all, were the following to the way you thought about Santa Clara candidates in the November 2004 election?”**

Eleven sources of voting information were listed. Residents could select from: “paid no attention,” “don’t recall,” “not at all important,” “somewhat important,” “very important,” and “extremely important.”

The top four sources residents listed as “somewhat,” “very,” or “extremely” important for them as sources of information for the November 2004 election were:

1. The County’s Voter information pamphlet (69%),
2. Candidate materials delivered in the mail (61%),
3. Talking with other residents (58%),
4. Candidate flyers (54%).

Candidates coming to the resident's door (39%) and candidate ads in newspapers (32%) were listed by considerably fewer people.

About half say they do not have enough information to make an informed voting choice. About a third believe they have the right amount to make their decision.

Three new sources of information were available for the first time for the November 2004 election. About one in four residents found each of three sources useful:

Vote Ethics material in the *Mission City SCENES* municipal utility bill insert,

The *Final Word Forum* organized by the

City and moderated by the League of Women Voters and the City's Ethics Consultant,

The *Vote Ethics* four-page municipal newspaper insert.

This is a large percentage recalling a first-time program three months after the election. At the same time, an older and more established program, the Citizens Advisory Committee (CAC) Candidates Forum received about the same percentage (16%) as the new *Vote Ethics* information on Cable Channel 15 (15%). These were the two sources at the bottom of the list, judged useful by one in six.

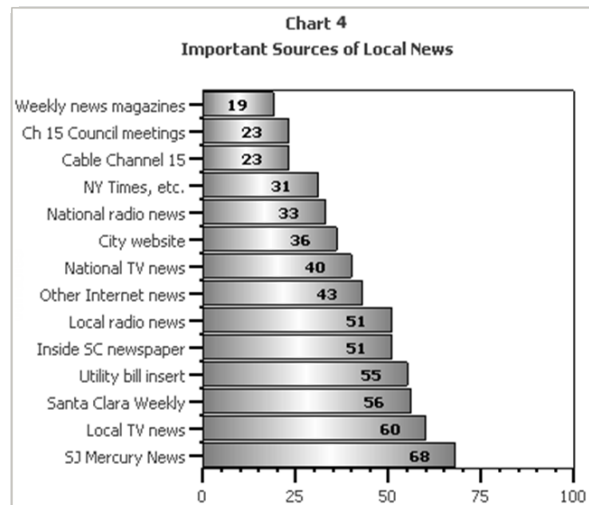
Despite at least 11 sources of information, about half the residents say they do not feel they have enough information "to make an informed voting choice for local elections in the City of Santa Clara." Just about a third believe they have the right amount to make their decision. About one in ten believes he or she has too much information.

P. SOURCES OF LOCAL NEWS

Question 30 asked residents about their general sources of local information: **"These days people get their news from many different sources. How important to you are each of the following as sources of local news and information?"**

(Response: 1 = "Not important at all," 6 = "Extremely important," and 2 through 5 are in between.)

Chart 4 shows the results of this question, with the least used sources at the top and the most used at the bottom. These are the percentages of Santa Clara residents who say this medium is an important source of local news and information for them.



Today, national polls typically find people rating local TV news as their most important local news source. In the City of Santa Clara, the *San Jose Mercury News* is the source listed as important by the largest number of people, about 7 out of 10 residents, with local TV news next, listed by two out of five. The *Santa Clara Weekly* is listed by more than half of the people as important.

Two City-specific media are listed next: *Mission City SCENES* (the municipal utility bill insert) is listed by more than half of residents, just slightly less than the independently owned *Santa Clara Weekly* newspaper. *Inside Santa Clara*, the municipal newspaper put out quarterly, is listed next by about one out of two residents, and is as important as local radio news. The two City sources carried by the government access Cable Channel 15 are near the bottom of the list, but are used by slightly fewer than one in four. It is important to remember that some households do not subscribe to cable service.

Q. FUTURE OPPORTUNITIES

1. Important Issues Facing the City

Question 14 asked, “**What are the most important problems facing the City of Santa Clara today?**” Survey respondents could state up to three issues of



concern to them. This was one of two “open-ended” questions in the survey, where responses had not been pre-selected by the researchers.

There was virtually a tie for the top three issues of concern. These were schools and education, streets (repair, traffic, parking), and housing (cost of housing, availability, and low cost housing).

Land use (including planning issues and the City’s architectural character) is listed by about one of six, as are police-related matters (including a general perception of an increase in crime, gangs, etc.) and the City’s budget.

These present further opportunities for communication with residents. The survey also suggests that today’s problems may be tomorrow’s obstacles to public trust. Based on the results of this study, any of these problems, left unaddressed, will have an impact on the important resident opinions this report has been discussing.

Residents have also come to expect superb City services. Three of the concerns relate directly to three City services: street repair, land use and planning, and the police. These are concerns typically listed in resident surveys. The departments will need to determine if anything needs to be done to respond to

specific Santa Clara issues, or if the concerns can be addressed in regular review and discussions with residents.

2. City Actions Fostering Trust

Attending to these concerns and communicating with residents about them takes on added importance, given the responses to Question 13: **What one thing, if any has the City done in the past five years that has deepened your own trust of the City's government or increased your confidence in City services?**

This was the second open-ended question on the survey. The instructions said, **"In the box, print any City action, policy, service, event, communication, etc. If nothing has deepened your trust, print the word, 'Nothing.'"**

Two of three residents either skipped this question (22%) or listed "nothing" (40%) as their answer. Open-ended questions do require more effort on the part of respondents, so the question was asked early in the survey and before the two lengthy "top values" questions. It is unlikely that survey fatigue is the reason for the large number of skips.

The large number of people responding "nothing" may be the result of a problem with the way the instructions were worded. It may be that residents are not used to thinking about the City in terms of "trust" and did not understand how to answer this question. Either of these explanations is likely, especially because other survey results show very positive evaluations of City services, quality of life, and other factors which the statistical tests show are highly related to public trust. This may also be related to the limited knowledge about City politics and public affairs which residents report.

For those who did answer the question, the most frequently mentioned City action that built trust is the new library. Reviewing the verbatim responses in the Appendix E will show how pleased residents are with the new facility, and with the other facilities the City has recently completed. The Senior Center, Teen Center, dog park, new Fire stations, etc., are all mentioned, as are the City's efforts to communicate with residents, City services, special events, and thirty other specific activities.

3. Political Efficacy

Political efficacy is defined as "the sense that one's opinion matters and the person can make a difference." A set of standard efficacy questions was asked as Question 32, near the end of the survey.

Three out of five residents agree, **"people like me can have a big impact on making the City of Santa Clara a better place to live"** (Scores 4-6). Yet only

about one of every ten gave this statement the highest agreement score (6) they could.

Just over three in five residents agree, **“generally speaking, those we elect to the Santa Clara City Council care a great deal about what people like me think.”** Just about half the residents believe that about the County; only one out of five believes the Federal Government cares what they think. Just over half agree that **“voting is the only way people like me can have any say in how the City government runs things.”**

It is important to remember that only about one in four residents had any

Four out of five residents say they do not know a lot about City politics and public affairs. About half say that sometimes City politics seems so complicated that they can’t easily understand what’s going on.

significant involvement with the City prior to this survey. The majority of residents do not have experience of the inner workings of the City or other community agencies. Only about two out of five residents agree, **“I make volunteer community service an important part of my life.”**

In addition to lack of experience, about half agree, **“Sometimes City politics seem so complicated that people like me can’t really understand what’s going on.”** Only one out of five says he or she **“knows a lot about City politics and public affairs.”** Similarly, only one in four says he or she **“engages in conversation with their friends about City politics and public affairs.”**

These opinions about political efficacy also play a role in residents’ perceptions of leadership ethics and in public trust.

The more someone believes that the City Council cares a great deal about what people like them think, the more positive the judgment of City ethics, and the greater their trust of the City. Finally, the more someone believes that “people like me can have a great impact on making the City a better place to live” the more they believe City officials are acting ethically and the higher the level of public trust.

The more someone believes that the City Council cares a great deal about what people like them think, the more positive the judgment of City ethics, and the greater their trust of the City.

These findings make it clear that government and politics are considered complicated by even the well-educated survey respondents and that lifelong learning is necessary for residents to be “at their best” in civic participation. These findings also send a clear message to every representative of the City who interacts with residents: residents draw conclusions after each interaction.

IV. Technical Report

A. INTRODUCTION

This is the technical and statistical report of the findings from the *Resident Feedback Survey* conducted in the City of Santa Clara (CA) from January 15, 2006 through February 8, 2006.

The survey was designed to gather feedback from residents of the City of Santa Clara about:

- City, County, State and Federal governments
- City services
- local election campaigns and candidates for public office
- information sources and media use
- City values and ethical leadership
- the City's ethics program, especially the 2004 *Vote Ethics* public information campaign, and
- public trust.

The project was a collaboration between Santa Clara University's Department of Communication and the City of Santa Clara Ethics and Values Program. Now that the report is in the hands of the City, SCU researchers will prepare some sections of the report for publication in academic journals concerned with politics, good government, and practical ethics. The City of Santa Clara will use the survey's results for policy development and to follow up on priorities and action plans included in the City Council Goals for 2005-2007, especially the goal to "foster public trust/demonstrate leadership."

The current report is written for City distribution and is organized as follows:

- Section B** describes the overall purpose of the study and provides need-to-know background on the City's Ethics and Values Program;
- Section C** lists the research questions guiding the study;
- Section D** describes the collaborative administration of the study;
- Section E** presents information on the data;
- Section F** provides important information on interpreting the findings;
- Sections G-M** present the results for each of the survey's main topic areas, along with results from other surveys for comparison and perspective.

B. PURPOSE: ASSESS ETHICS AND PUBLIC TRUST

The overall purpose of the study was to study public trust, to assess the effectiveness the City's Ethics Program and other City efforts to foster public trust in City government and public confidence in City services, and to gain practical ideas to take the Ethics Program to the next level.

1. Background on the Ethics and Values Program

To interpret the results of this study, readers need to understand the motivation and methods of the Ethics Program.

The City of Santa Clara has had a written *Code of Ethics* in place for more than forty years. For most of those years, Santa Clara's Code was very much like ethics codes across the country. All were quasi-legal and rules-based, listing behaviors that violated public trust, and exhorting officials not to act in such a manner.⁴

By 1997, officials from the City had begun discussions with ethics consultants at Santa Clara University about the limitations of rules-based Codes:

City officials found little practical guidance for making increasingly complex decisions in diminished amounts of time;
 Ethics codes often repeated California's ethics laws, so that many officials believed that they were acting ethically as long as they met the minimum legal requirements;
 Evidence had been growing for some time that these codes simply did not work and were not effective either at encouraging ethical behavior or discouraging unethical behavior.

In 1998, the City established its Ethics and Values Program.

Its **purpose** was to help those individuals and groups in the City who make decisions and implement policies and programs to be "at their best" everyday in fulfilling the City's Mission.

Its **mission** was to foster public trust by promoting and maintaining the highest standards of professional ethics in City government and City management.

Its **vision** was to develop and implement a new Code of Ethics, which was practical, positive, values-based, and focused on behaviors so fundamental to public trust that they would become the expectation of residents, the promise of City officials, and the main characteristics of the operating culture of City Hall.

⁴These examples of rules-based Code requirements come from Santa Clara's *Code of Ethics* 1988-2000): "Public officials and employees should not exceed their authority or breach law or ask others to do so." "No public official or employee should grant any special consideration, treatment or advantage to any citizen beyond that which is available to every other citizen." "City officers and employees should not engage in any employment, activity, or enterprise for compensation which is inconsistent, incompatible, in conflict with or inimical to their duties."

Figure 1
The Four Habits of Good Government with Key Questions



In study sessions with Santa Clara University ethics consultants, the City developed a practical method for making this happen. Figure 1 describes the approach that has guided the Ethics Program since 1998.

Promoting and maintaining the highest ethical standards requires four behaviors which, over time, become the characteristic way elected and appointed officials, City staff, citizen volunteers, and the City organization itself work with, and on behalf of, residents.

The approach starts with a clear statement of the behaviors the government promises and residents expect. From all the individual ideas of ethics and all the good values that could be part of a government, the community needs to reach consensus about the values and behaviors that are most important and necessary to this City. Santa Clara first needed a new *Code of Ethics and Values*, which would identify the core characteristics and behaviors residents expected and City officials promised. Once it had such a Code, the City could move to translating it into everyday behaviors, using it to guide important decisions and communication with residents about those decisions, and learning skills to make

ethics a “continuous improvement” process in the City. The *Resident Feedback Survey* is part of that process.

To develop this *Code*, the City challenged all its stakeholders to reach consensus on this fundamental question:

When we are at our best as elected and appointed officials, City staff, candidates for public office, and citizen volunteers, what core values do we practice in order to gain and keep the public’s trust?

After a lengthy public process, residents and all those who would be expected to follow this Code reached consensus on eight core values and a representative list of behaviors most associated with those values. The City Council adopted these consensus values and behaviors as the City’s new ***Code of Ethics and Values*** in August, 2000.⁵

“As a Representative of the City of Santa Clara,” the Code states, “I will be...ethical, service-oriented, professional, fiscally responsible, organized, communicative, collaborative, and progressive.” These values are listed at the bottom of each page of this report.

When the Council adopted the new Code, the City promised:

to integrate the *Code of Ethics and Values* into the operating culture of City Hall through a series of practical steps.
to keep the Code a living document by reviewing it on a regular basis, periodically assessing its effectiveness, and updating it as needed.⁶

After approving the Code in 2000, the City Council made one revision, which was advanced by City staff with the recommendation of the City Manager. This survey represents the first formal assessment of the Code. Any updates to the Code will be decided once these results are disseminated and discussed.

Over the last five years, the City has implemented a multi-faceted ethics training and communication outreach program for elected and appointed officials, senior City staff, candidates for public office and their campaign workers, and, for the November 2004 election, City residents at large.

City staff developed a public information campaign for citizens planning to vote for City Council candidates. The *Vote Ethics* campaign used print media and the web to provide information to voters so they could make their own judgments about the ethics of local political campaigns. In this way, voters who decided to

⁵A copy of the complete *Code of Ethics and Values* is included as Appendix A.

⁶In 2003, the Institute for Local Government of the League of California Cities described Santa Clara’s Code and “at our best” approach as “ground-breaking” and used examples from the Santa Clara Code as models for other cities (*Developing a Local-Agency Ethics Code*, p.4.)

make ethics one of their voting criteria could hold candidates accountable at the ballot box for keeping their promises to conduct fair, honest, and respectful campaigns.

As a result of these implementation efforts, today the *Code of Ethics and Values* is found:

- in Council Chambers, and related to Council priorities and action plans;
- on pocket decision-making cards used in orientation and training;
- as the basis of the City's campaign ethics program;
- as the theme for the City's 2006 City calendar;
- as a significant part of recognition programs;
- in staff hiring and orientation materials;
- guiding the City's budget process; and in many other places.

2. Fostering Public Trust

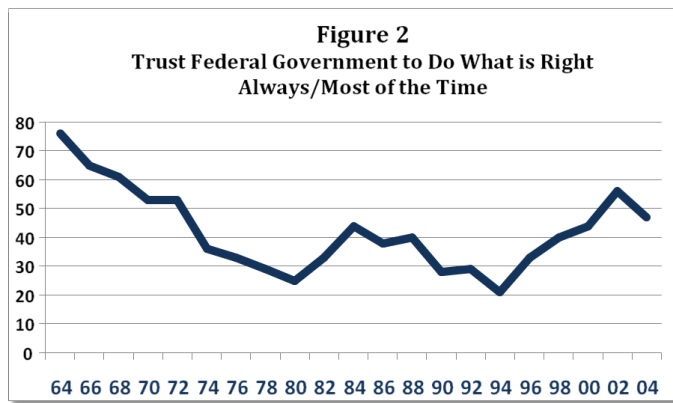
When Santa Clara began its Ethics Program in 1998, it was not facing an ethics crisis or scandal. Rather, the City took advantage of an ethically-stable time to explore ways it could deepen already good relationships with residents, develop skills to be "at our best" everyday, and deepen public trust.

High levels of public trust and confidence are fundamental to the working of this country's representative democracy. A government "of the people, by the people, and for the people" draws its authority, as the *U.S. Declaration of Independence* states, only from the "consent of the governed."

In 2004, *Newsweek International* did an especially good job at describing exactly why public trust matters:

Democracy is the most delicate of political systems. Kings had divine right. Tyrants use force. But the authority of democratically elected leaders draws on nothing more substantial than a contract with the people: legitimacy hangs from a single skein of public trust. That trust cannot be obtained by force or mandated by law. It is an unmatched power source — politicians whom people trust can do almost anything — and the indispensable attribute of a democratic political culture. Without trust, democracy dies.⁷

⁷ *Newsweek International*, July 23, 2004.



The City was aware that trust in the Federal Government was in a period of significant decline as Figure 2⁸ makes clear. In the 1960's, almost 80% of Americans trusted the government in Washington "to do what is right" always or most of the time. The percentage dropped into the high 20's during the Watergate era and to just above 20% during the Clinton presidency.

The public trust the City seeks is not at the expense of the healthy distrust and skepticism that is necessary for democracies to function effectively. Healthy distrust focuses the public's attention, motivates people to act, causes governments to re-think policies and core values, and often leads to better communication between the government and its people. John W. Gardner (1912-2002), founder of Common Cause, the Independent Sector, and a member of Lyndon Johnson's Cabinet, put it this way: "The citizen can bring our political and governmental institutions back to life, make them responsive and accountable, and keep them honest. No one else can."

Healthy distrust engages citizens; the decline in public trust that has struck the Federal government has the opposite effect. When public trust declines, citizens withdraw from the government, do not vote, and want to have little to do with their government. In extreme cases, the government loses the authority it needs to function.

"The citizen can bring our political and governmental institutions back to life, make them responsive and accountable, and keep them honest. No one else can." –John W. Gardner

Think of **public trust** as the people's belief that they can confidently rely on their government to work hard for the good of the entire community and to act at all times—in public and in private—only in the people's best interest. It is founded on the public's conviction that this truly is a government "that represents me" and it is nourished by a community's collective faith in the integrity of its government and services.

Public trust binds the government to its people, gives authority to public officials, is fundamental for effective city management, and is in decline around the country.

⁸ http://www.electionstudies.org/nesguide/toptable/tab5a_1.htm

3. The City's Need for Survey Research

This study is the first formal assessment of the effectiveness of the Santa Clara Ethics and Values Program, the assumptions on which it is based, and its communication components. It also explores resident perceptions of ethics in local government and the relationship of those perceptions to public trust, City services, and quality of life.

The City had two closely related reasons for conducting this study:

1. The City Council and City staff needed information in order to accomplish the action plans for the 2005-2007 Council priority to “foster public trust/demonstrate leadership.”

That goal called for the Council to:

maintain commitment to principles within the City's *Code of Ethics and Values* with the goal of promoting public trust;
develop Council action plan to focus on good government and full implementation of Ethics Program and to evaluate Council disclosure/transparency policy;
enhance Ethics Program efforts, including community education and outreach through “Vote Ethics Outreach” in preparation for November 2006 City election;
elevate Ethics and Values Program to next level;
refer to City Manager to conduct ethics awareness effectiveness survey in partnership with Santa Clara University.

2. City Council and City staff also needed to gather baseline information from residents about public trust in the City's government and public confidence in the City's services in order to assess the effectiveness of the City's on-going ethics programs, plan next steps, and determine whether the *Code of Ethics and Values* needed any updating.

C. RESEARCH QUESTIONS

These questions guided the study:

What are the current levels of trust in City government? How does the City compare with Federal, State, and County governments? What fosters trust?

What are the current levels of public confidence in City services? Does the length of time someone has lived in the City or involvement with the City or its government, staff, or politics make a difference to trust or confidence?

What are residents’ perceptions of leadership ethics and the core values, which should describe Santa Clara City’s government “at its best”?

Does awareness of the Code of Ethics and other components of the City’s Ethics Program influence residents’ perceptions of leadership ethics?

What are residents’ perceptions of campaign ethics and the factors that build trust during campaigns?

What information, including *Vote Ethics* materials, do voters recall from the November 2004 City elections and how useful did they and do they find various sources of information?

What opportunities does the City have for “communicating ethics” in the future?

D. ADMINISTRATION OF THE STUDY

Research teams from Santa Clara University’s Department of Communication and the City of Santa Clara’s Ethics and Values Program worked together to complete this project. Both organizations were interested in learning whether a relationship existed between public trust, people’s perceptions of leadership ethics, and resident satisfaction with City services.

A joint University-City research team identified goals for the study, developed and pre-tested the questionnaire, determined the method for recruiting a random sample⁹ of City households as survey participants, and drafted the letter and reminder postcards inviting participation. (Copies of these materials are included in Appendix B.)

With extensive input from the City throughout the process, SCU researchers supervised the mailing of invitation letters and reminder postcards, administered the online survey and the paper survey option, conducted the data analysis, and developed this report.

In addition to providing feedback at each stage, the City team publicized the survey, encouraged participation from the random sample, and spread the word that any City resident—random sample or not—was welcome to fill out the survey.

⁹ Scientific surveys typically select a percentage of the population “at random,” using a process that guarantees that every member of the population has an equal chance of being selected. “Random samples” are cost-effective and allow researchers to calculate how closely the findings from the sample match the estimated results from the whole City. See Section 5 titled “Interpreting the Findings.”

1. Sample

For cost and other reasons, surveys typically do not poll all the members of a population, choosing instead to base results on a percentage of the population (a “sample”). Many years of survey research have shown repeatedly that samples selected systematically capture the opinions of the whole population, plus or minus some percentage points.

This study used a scientific or random sample. The results from this sample are presented in the body of the report.

The City also invited surveys from any other resident who wished. These surveys formed a “volunteer sample.” The responses to the survey questions for this sample are included as Appendix D. These are interesting results from the group of people who chose to respond, but, unlike the random sample, the volunteer sample’s results are not representative of the City at large.

A computer program was used to randomly select approximately 3500 residential utility accounts from the City utility database. Every household with an account with the City utility had an equal chance of being selected. After counting the invitation letters returned unopened, the researchers judged that they had started with 3200 valid addresses¹⁰; therefore 3200 City households had been invited to participate as part of the scientific sample.

2. Invitation to Participate

On or about January 15, 2006, each household received a letter on Santa Clara University Communication Department letterhead. The letter contained a unique survey pass code for that residence and invited up to two residents from that address who were 18 years of age or older to respond to a survey available on a Santa Clara University website.

Residents also received two reminder postcards, which again contained the unique pass code. The first postcard arrived a week after the letter, with the second postcard following a week later. Survey response deadlines were extended twice.

Those receiving the letters were encouraged to fill out the 20-minute survey online using the World Wide Web. A paper survey was also available to residents, with pick-up at the reception area at City Hall or dropped off at resident’s homes if the resident called a telephone number at Santa Clara

¹⁰ Three hundred letters were returned to the sender because the address was incomplete; the unit was a vacant rental unit; utility service was for a construction meter, or for other reasons. It is often the case with mailed surveys that some addresses will be inaccurate or missing parts of the address.

University and left a message requesting one or two paper copies of the survey. Residents also received an addressed envelope with the paper survey to make it easier to return.

The online survey required residents to use a computer with Internet access. Residents typed in the address of a Santa Clara University website (<http://itrs.scu.edu/tshanks/city>), entered the survey pass code, responded directly onto the online questionnaire form, and then hit a button to submit the completed questionnaire electronically.

As with any survey method, an online survey has advantages and disadvantages. Among the advantages are cost-effectiveness and a shorter time to gather the data than most other methods. In addition, because participants type answers directly into the survey, data entry is more reliable and data cleaning less prone to errors, especially compared to hand coding in other methods.

The main disadvantage of Web-based surveys is that the Web may be unavailable or uncomfortable for residents to use. Previous research identified the elderly and those with limited incomes as two groups who may be underrepresented in web-based studies. To address this concern, the City offered paper copies as an option. These could be picked up and returned either by hand or by regular mail. The invitation letter sent to households also stressed the fact that the questionnaire could be accessed through any private or public computer with Internet access.

The sample is described below. The sample had good representation from all age groups, education levels, gender, and some racial diversity. A larger proportion of the sample is white than is the case in the City's Census 2000, and a smaller percentage of the sample is Asian and Latino than is true in the City at large.

3. Information Gathered

The questionnaire was organized into four sections:

experience with the City of Santa Clara,
input about ethical leadership,
feedback about elections and candidates,
general demographic questions "to understand your perspective."

The survey contained 37 questions, which, counting multi-part questions, gathered information about 149 separate topics. Specifically, the researchers asked questions about:

1. demographics (e.g., age, education, racial and ethnic background, gender, home ownership);
2. satisfaction with the Santa Clara community and the City's services;

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

3. awareness of and perceptions about the City's Ethics Program, especially the *Code of Ethics and Values*;
4. involvement with City Council or City staff, familiarity with the City (e.g., length of time lived in the City), and participation in voting and other activities;
5. recall and effectiveness of the November 2004 *Vote Ethics* program;
6. beliefs about candidate behavior during an election campaign, acceptable and unacceptable practices (including the City's voluntary cap on campaign spending), and the perceived impact of the City's Campaign Ethics program;
7. trust in elected officials and staff at all levels of government, perceptions about their ethics, core values and other behaviors (e.g., endorsements) associated with higher levels of trust, and factors influencing trust during and after an election campaign;
8. identification of at least one City action that built trust;
9. identification of the top problems the City faces;
10. favorite sources of local news;
11. most important sources of voting information;
12. perceptions about "political efficacy," i.e., the belief that that individual political action does have, or can have, an impact upon the political process.

4. Security and Anonymity

Passcodes sent in the mail had to be included on submitted surveys for that survey to be considered part of the scientific sample. Surveys submitted without pass codes were included with the volunteer sample.

For security purposes and to maintain the integrity of the survey, potential participants were informed that if more than two surveys were submitted from the same household, the two earliest surveys submitted would be accepted. Only seven households submitted two surveys and these were reviewed individually to be sure that two of the same survey had not been submitted. All surveys were from different participants. No pass code was used more than twice.

Residents were promised anonymity as a pre-condition to taking the survey. Anonymity meant no one would connect individual responses with people's names or addresses. Extra precautions were taken because the survey used a unique pass code. Because of that it might be possible to trace survey answers back to the household who submitted them.

To maintain anonymity under these circumstances, names were not drawn from the database. Only addresses were on the list. A random number was assigned to each address as the survey pass code for that address. University researchers who addressed the envelopes did not live in Santa Clara and were not familiar with Santa Clara street addresses. Finally, survey pass codes were removed from answers shortly after verifying a legitimate code.

5. Data Appearing in the Report

The numbers appearing in the charts and graphs in this report come directly from the survey database, a spreadsheet created automatically by the online software (Perseus Inc.'s Survey Solutions 6) as each online survey was submitted.¹¹

The researchers made four changes to the original database:

Pass codes were removed from the scientific sample prior to analysis.

The data were checked to be sure no survey had inadvertently been submitted twice. Ten participants did submit two surveys with the same pass code, but one was completely blank or partially filled out; the other one was completely filled out. The researchers decided that some residents had accidentally submitted a blank survey or a partial survey, and then went back at another time and completed the full survey. The blank surveys were removed from the database prior to analysis. Prior to removal, the partial surveys were checked to be sure they were not from the second resident eligible in the household.

Seven participants chose the paper-survey option. SCU researchers entered the answers from these surveys into the computer database by hand, using the same coding scheme applied automatically by the online survey software. Data entered by hand were double-checked for accuracy.

Responses to two open-ended questions (i.e., where participants answered in their own words) were coded (changed into numbers) to allow for counting and other statistical procedures. During the analysis, the original answers for a few measures were combined to make the information easier to understand. Whenever any original answers were combined, a new measure was created. All original measures remain in the database.

This report follows standard survey reporting procedures, but the author has made an attempt to use standard English, rather than the more technical language of social science or statistics. Whenever the report uses technical language, the author has included a brief explanation, definition, or description.

As much as possible, the information from the survey is presented visually. Charts, Tables, and Figures appear throughout the text. If they are drawn from a

¹¹ Upon submission, each survey went to the server at Perseus Inc., the makers of Survey Solutions 6, the software program this survey used. Perseus stripped out identifying computer information and translated each survey response into a set of numbers determined in advance. Each survey was then emailed to Dr. Shanks' account, where Survey Solutions automatically added the survey to a database it created.

source other than this survey, that source will be identified. All other Charts and Tables are from the *Resident Feedback Survey* database.

Charts and Tables will always be presented and explained, with relevant numbers from the charts being reproduced in the text. Whenever an average score is presented, it will be accompanied by a notation like (SD=#####, n=235). Averages are usually reported with standard deviations. The standard deviation indicates the typical distance individual scores were from the average. The smaller the standard deviation the more stable the average is because it means that scores were tightly grouped around the average score. The larger the standard deviation the more variability there was in the measure and the more unstable the measure is. One standard deviation above and below the average score will encompass 68% of the scores; 2 standard deviations above and below will encompass 95% of the scores. Three standard deviations will include 99% of the scores.

Dr. Christine Bachen from SCU's Communication Department has reviewed the charts and interpretations. She does not find any indication of bias in the study due to the author's prior involvement with the City's Ethics and Values Program.

The author of the report, however, is solely responsible for the interpretations presented here. Any opinions are his alone and do not necessarily represent the opinions of the City of Santa Clara, City leadership, or City staff; nor do they necessarily represent the opinions of Santa Clara University or any of its departments.

6. Response Rate and Margin of Error

When the final deadline closed on February 8, 2006, 330 usable surveys had been submitted by the scientific sample. Throughout this report, the total possible number of responses from the random sample is 330 (N=330). This number will vary from question to question because an individual may have skipped survey questions.

Seven participants were from the same households, leaving 323 unique households out of 3200 valid potential participants. This represents a response rate of 10.1%, slightly lower than normal for comparable web-based surveys, which often have 12% response rates.

This slightly lower response rate leads to a margin of error that is 1 to 1.5 percentage points higher than other good surveys. For this survey, using a 95% confidence level, the margin of error on any question is +/- 4.5 percentage points. This means that, projecting from this sample to the entire population of Santa Clara, readers can be 95% sure that on any question the true percentage of people throughout the City who would answer in a certain way is plus or minus 4.5 percentage points.

If, on a particular question, 80% answered one way and 20% the other, the true percentage on the high end is between 75.5 and 84.5. This is particularly relevant on questions where the percentages are almost equal, since 50% for each of two responses would mean a true percentage of 45.5 to 54.5 for each of the responses. If this were a vote, it would not be possible to know for sure who got the majority of the votes.

7. Comparison with the 2000 Census

One indicator of the strength of the sample and the usefulness of the findings is the extent to which the sample resembles the known population of the City on some measures. The 2000 Census for the City of Santa Clara provides a comparison point. Table 1 shows the comparison of the 2000 Census (the “C” column in the tables) with the 330 Santa Clara residents who comprise the survey’s scientific sample (“S” column in the tables.).

On gender, the sample is almost identical to the Census results for the City of Santa Clara: 52% male, 48% female. On housing, the Census recorded 46% owner-occupied, compared with the scientific sample’s 74% owner occupied. The Census records 54% renting, compared with 25% in the scientific sample. On home ownership, the sample has a larger percentage of home ownership than the Census and a smaller percentage of renters.

One would expect a survey like this to draw a larger percentage of homeowners than renters, but the scientific sample has a good percentage of renters (25%)

The average age of the sample is 51, compared to the Census average age of 33. Ages in the sample range from 19 to 93.

The sample has some representation in the 18-24 group but far below the Census. The sample has good representation in the 25-44 group, though somewhat below the Census. The sample is twice as large as the Census in the 45-64 group and somewhat larger than the Census in the 65+ group.

In education, about a third have completed high school or taken some college courses. Another third have college degrees. The final third have taken graduate courses or have a graduate degree. The sample has about half the number of HS

Table 1 Comparing Census 2000 (C) with Sample (S)		
DEMOGRAPHIC MEASURES	C	S
Gender		
Male	51	52
Female	49	48
Housing		
Owner-Occupied	46	74
Renter-Occupied	54	25
Age		
18-24	14	3
25-44	49	32
45-64	24	48
65+	13	18
Education		
HS Grad	17	9
Some College	20	22
Bachelor’s	26	29
MA/Some grad	17	33
Ph.D./post grad		5

Grads, the same representation of college graduates as the Census, but has many more graduate or professional degrees than the Census. The sample is generally more educated and older than the City average.

Table 2 shows the racial and ethnic make-up of the City at the time of the 2000 Census and compares it with the scientific sample. The 2000 Census showed that just over 50% of City residents were white. The sample has about 75% white participants. The sample does include a range of ethnic backgrounds, but has smaller percentages of Asian and Latino residents.

Table 2b		
Party Affiliation County (C) vs. Sample (S)		
PARTY	C	S
Democrat	45	49
Green	1	2
Independent	2	11
Libertarian	.6	2
Reform	na	.3
Republican	27	22
Other	.6	2
None/decline	24	12
Numbers are percentages		

Table 2b compares the sample (S) with official party affiliation figures for Santa Clara County (C), as of May, 2006. The sample is within a few percentage points of the official figures for

Democrats, Republicans, and Green Party. Just about half the sample identify as Democrats, one of five as Republican, and one out of 50 as Green. About one of ten City residents identify as Independent, compared to one of 50 for the County. The difference may be due to the way the question was asked: the County was measuring the “American Independent Party” while the survey worded the choice as “Independent.”

The City has slightly larger numbers of people in Green, Libertarian, and “other.” The County did not specifically name “Reform” as one of the parties it was tracking. Finally, slightly over one in ten in the sample said “none” or declined to state the party,

compared to one in four for the County.

Compared to the official figures for the County, the sample has larger percentages of Democrats, Independent voters, and Green, Libertarian, and other parties. It has a smaller percentage of Republicans and half the number of “decline to state.”

Table 2		
Racial Background		
DEMOGRAPHIC MEASURES	C	S
Race		
White	56	74
Black/African American	2	2
Am. Indian/ Alaska native	1	1
Asian	29	11
Native Hawaiian/ Pacific Isl.	.4	1.2
Some other race	7	9.8
Two or more	5	
Hispanic	16	7
(Numbers are percentages)		

The sample is identical to the Census on gender, but tends to be older, and somewhat more educated than the population as recorded in the 2000 Census. All ethnic groups and racial backgrounds are represented, but the survey drew larger percentages of white participants and smaller percentages of Hispanic and Asian participants than the Census data.

It is not surprising that the survey drew people in their 50's and 60's with higher levels of education. City surveys often draw this group of people. People at this age, as opposed to younger or much older people, often have the time and the motivation to pay attention to what is going on in a city. The researchers heard from some residents in their late 70's and 80's that they had not kept up on the politics of the City and did not think they had much to contribute. The researchers tried to convince these residents to participate. There is no way to tell whether they did participate or not. The survey might have had a higher response rate if the envelopes had been clearly labeled as "City Survey: Response Requested" or some other marking in addition to the University envelope to make it clear that this was an important City survey. Although the letter was on Santa Clara University Communication Department stationery, people might have thought it was junk mail. There also seemed to have been some inconsistency in the delivery of the postcard reminders, with some people reporting the delivery of the cards after the deadline date.

Despite these limitations, the response to the survey was more than acceptable and readers can be confident that the results are a good representation of City opinion, given the margin of error already described.

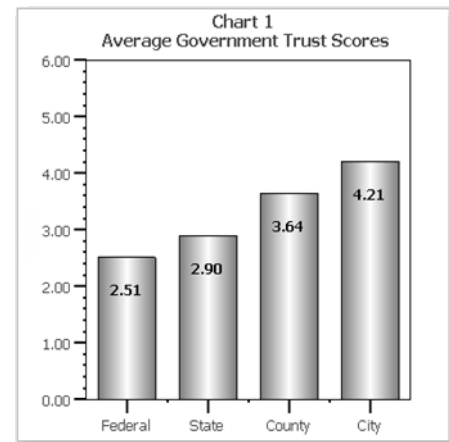
E. PUBLIC TRUST AND RELATED MEASURES

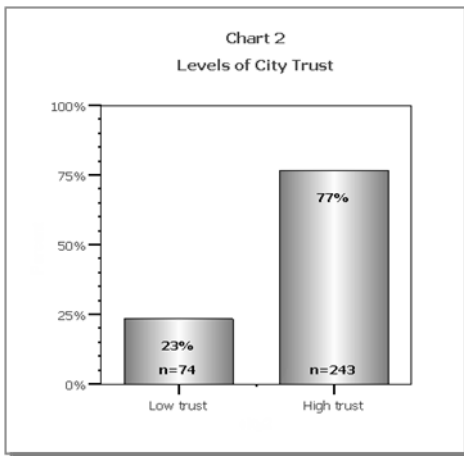
1. The Public's Trust of Government

The survey asked one question directly about public trust: **"In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent?"**

Participants were asked to evaluate Federal, California State, Santa Clara County, and Santa Clara City governments on a scale ranging from 1 ("No trust") to 6 ("Great deal of trust").

Chart 1 shows the average trust score for the four levels of government. A 6 would be a perfect score. Residents have the least trust in the Federal Government to represent their best interests (2.51, SD=1.30, n=317). State Government receives a trust score slightly better than the Federal score (2.9, SD=1.24, n=317) and ranks in third place.





Trust in both the Federal and State government falls on the “low to no trust” side of the 6-point scale (original response choices 1 through 3), rather than on the “high trust” side (original response choices 4 through 6). Santa Clara County Government is in second place with a trust score of 3.64 (SD=1.17, n=311). Santa Clara City Government received the highest average trust score (4.21, SD=1.24) of the four levels of government.

To understand these scores more fully, the original six answer choices (1 through 6) were combined into two categories: “Low trust” (answers 1, 2, and 3) and “High trust” (answers 4, 5, and 6).

Chart 2 shows that just over three out of four residents (77%) have a high level of trust that the City Government will represent residents’ best interests. Just under one in four residents (23%) had a low level of trust in City government representing their interests.

Chart 3 shows that three out of four Santa Clara residents *distrust* the Federal Government (77%) as much as Chart 2 shows they *trust* the City (77%). Similarly, about one out of four (23%) have high trust in the Federal Government, the same number of those who have low trust in the City.

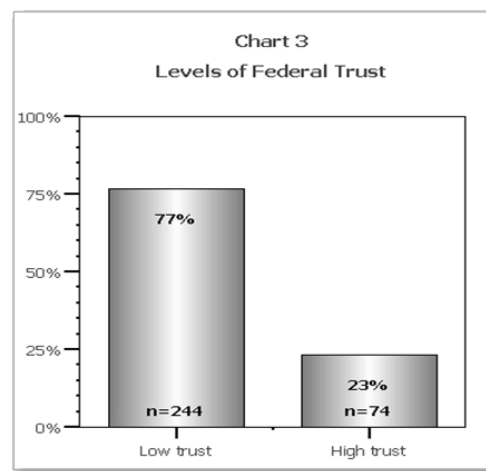
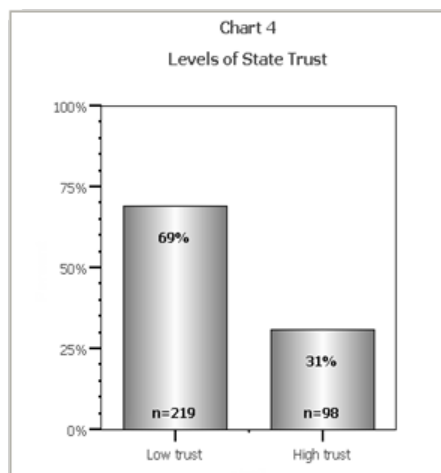


Chart 4 shows the results for State trust. The State receives lower trust scores from about seven out of ten residents (69%), eight percentage points better than the Federal Government. Just over three out of ten residents (30%) give the State a higher trust score.



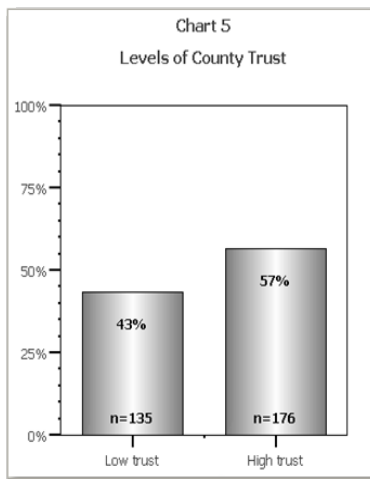


Chart 5 shows that the County receives lower trust scores from just over two out of five residents (43%) and higher scores from just under three out of five residents (57%).

Reviewing Charts 2 through 5 shows that the 77% of residents who give the City high trust scores is 54% higher than the Federal Government, 46% higher than the State, and 20% higher than the County.

Among the four government levels, the City is the only one to receive high trust scores from a large majority of residents. Residents are almost evenly split between high trust and low trust of the County. Just about 70% of residents have low trust for the State and almost 80% have low trust for the Federal Government.

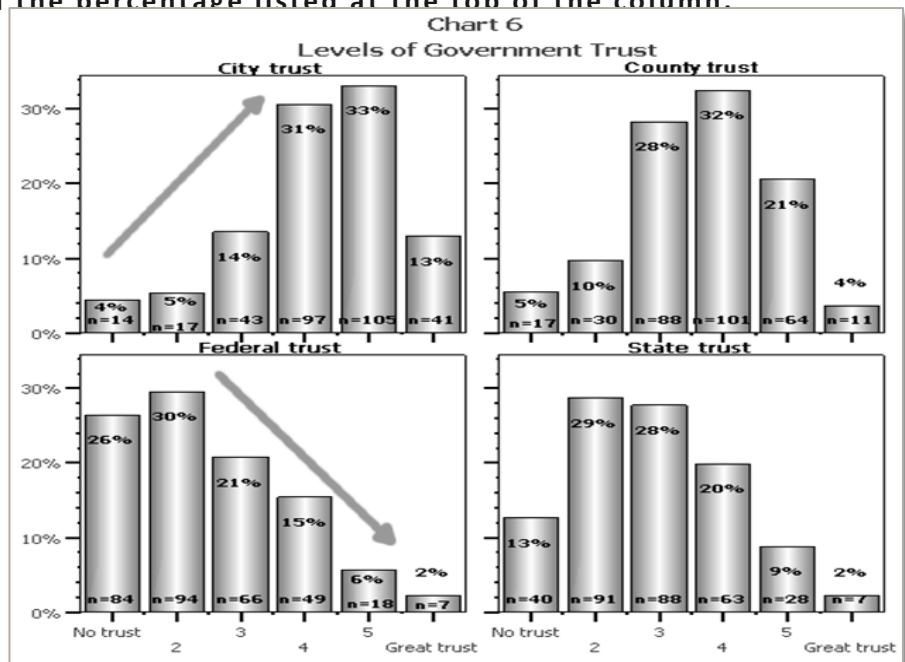
2. Exploring City Trust

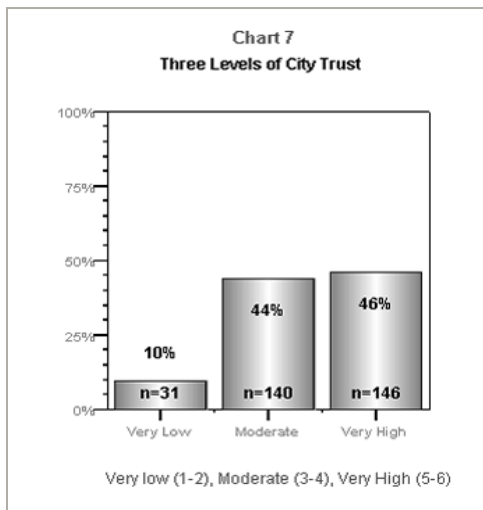
Chart 6 contains the original responses to the trust question for each of the four government levels. Notice the percentages of people in the bottom two categories. These represent low to no trust. Just under 10% feel that way about the City compared to 15% for the County, 42% for the State, and 56% for the Federal Government.

To aid the reader in understanding charts throughout this report, notice:

Each column represents the percentage of people who chose that response, with the percentage listed at the top of the column.

“n=___” at bottom of the bar is the number of people who selected that category. 330 is the total number of surveys. If this number is less than 330, it means that some people skipped the question.





Low trust looks like tall bars on the left side of the chart with short bars on the right (as in Federal trust, bottom left).

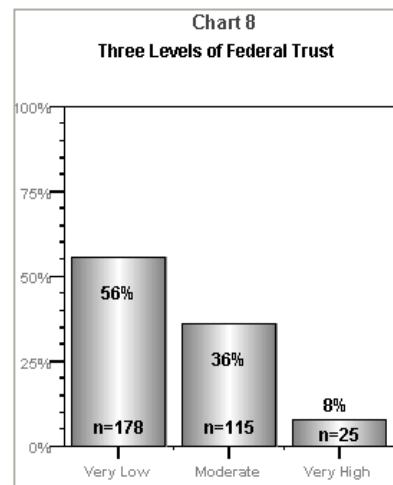
The two gray arrows indicate patterns to watch for. Positive responses will look like short bars on the left (the negative response categories) and tall bars on the right (positive responses). So, strong trust will look like short bars on the left and tall bars on the right (as in City trust, top left).

Most charts in this report use 100% on the vertical axis, but Chart 6 uses 30% to make the trends easier to see.

Charts 7-10 present the trust measures for City, Federal, State, and County broken into “very low trust” (original answer 1-2), “moderate trust” (original answer 3-4), and “very high trust” (original answer 5-6). The focus in this part of the categories analysis is the “very high” and the “very low.”

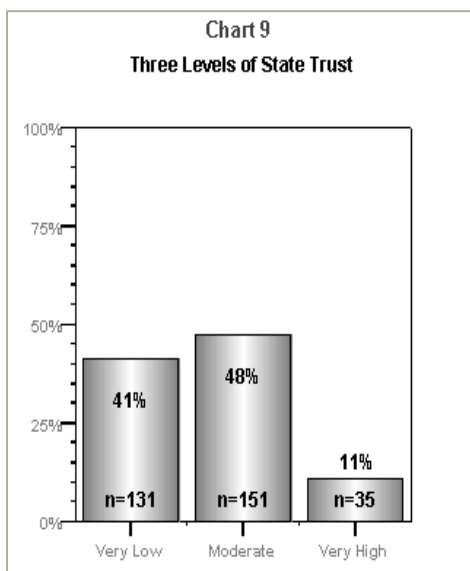
Chart 7 shows that one out of every ten participants (10%) said they had very low trust that the City Government would represent residents’ best interests, but just about one out of every two (46%) had a very high level of trust in City Government.

In contrast, Chart 8 shows that only about one out of twelve (8%) Santa Clara residents assigned a very



high level of trust to the Federal Government, while more than half the residents (56%) gave very low trust ratings.

Chart 9 shows that only about one out of ten (11%) Santa Clara residents gave very high trust ratings to the State. About two out of five residents (41%) assign very low trust to the State. In other words, two out of five Santa Clara residents have little to no trust that the State Government will represent residents’ best interests.



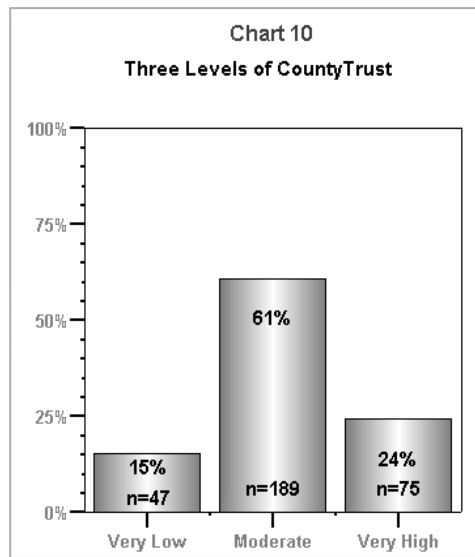


Chart 10 shows that almost one in four gave the County a very high trust rating, while one in 10 gave it a very low rating.

Previous research has shown that residents tend to judge local government more favorably and to trust it more than other levels of government. Most cities are trusted by about 40-50% of their residents, and counties by 30-40%. For instance, a Public Policy Institute of California Special Study of Los Angeles City and County in 2005 reported 40% saying they trust the City to do the right thing “almost always” (10%) or “most of the time” (30%). For L.A. County, the percentage declined to 31% of

residents who trust the County to do the right thing always (7%) or most of the time (24%).

The results in Santa Clara show that residents are very distrusting of Federal and State governments right now, are more positive toward the County but not dramatically so, and most positive toward the City. About 10% of Santa Clara residents have little to no trust of the City, and another 13% are on the lower trust side of the scale. Trust still has room to grow in Santa Clara.

3. Comparisons: Federal Government Ratings

Results from other studies provide a useful comparative perspective. Figure 3 shows Public Policy Institute of California (PPIC) information about Californians’ trust of the Federal Government from 1998 to 2004. The question asked was **“How much of the time do you trust the Federal Government to do the right thing?”** The percentages here include those who chose “always” and “most of the time.”

The results in Figure 3 show 26% trusting the Federal Government in 1998, trust rising through the late 90’s, and peaking the year after the 9/11/2001 terror attack in New York City and Washington, D.C. Trust then declines by 2004 almost to the level it was at in 1998. Apart from 2002, the number of people trusting the Federal Government never rises above 37%. In

Date	% Who Trust Federal Government Always or Most of the Time
April 1998	26
May 1998	24
September 1998	33
December 1999	32
January 2000	33
October 2000	33
January 2002	46
August 2002	37
November 2002	37
February 2003	37
February 2004	30

SOURCES: PPIC Statewide Surveys (1998–2004).
NOTE: N = approximately 2,000 per survey wave.

TABLE 3
FEDERAL TRUST: SANTA CLARA VS. PEW
SURVEYS

	Never	Some- times	Most of the Time	Just About Always
SC	26	51	21	2
2/2006	6	59	30	4
9/2005	4	63	28	3
3/2004	4	59	32	4
2/2000	3	56	35	5

Santa Clara, only 25% trust the Federal Government.

National data, gathered by the Pew Charitable Trusts, is shown in Table 3. Santa Clara's information was adjusted to make it comparable; it appears in the first row of the table. The other rows are results from Pew surveys, from 2000-2006. If "most of the time" and "just about always" are added together, Pew reports that 40% of the national sample "trusted the Federal Government to do the right thing" in 2000, higher than the PPIC California data just discussed. It declines from 40% in the top two categories to about 34% over six

years (from 2000-2006.)

The most striking difference between the two surveys is the very large number of Santa Clara people who gave the Federal Government the lowest rating they could. One in four Santa Clara residents gave the Federal Government their lowest rating. In contrast, in 2006, about one out of every 16 Pew participants did the same. Combining the bottom two categories, in 2006, 77% of Santa Clara residents had little to no trust, while Pew reports 65%.

Compared to other surveys, then, larger numbers of Santa Clara residents say they have no trust that the Federal Government will represent their best interests.

4. Comparisons: State Government Ratings

When it comes to trusting the State, Santa Clara's ratings are comparable to other Californians' polled by the Public Policy Institute of California. Figure 4 (next page) shows PPIC ratings for State trust from 2001 to 2004. During this time, trust declined from 47% to 32% of Californians who trusted the State Government to do the right thing always or most of the time.

About one in three Santa Clarans (31%) gave the State a high trust score. This was comprised of 20% rating the State a 4, 9% rating it a 5, and just 2% giving the State a 6, their highest possible score for trust.

In November 2005, the PPIC again asked the same question. This time the high

results were down to 17% (2% saying the State could be trusted to do the right thing “just about always” and 15% saying “most of the time.”) The low trust ratings were up to 81% (73% saying the State could be trusted “only some of the time” and 8% saying “none of the time.”)

In contrast, 69% of Santa Clara residents gave the State “low trust” ratings, comprised of 28% rating the State a 3, 29% rating it a 2, and about 12% giving it a rating of “No trust.”

In summary, then, Santa Clara’s trust of the State is very low and comparable to ratings in California two or three years ago. A recent PPIC survey (2005) shows ratings dramatically lower than Santa Clara’s already low evaluation of State trust. The PPIC study was conducted immediately after the November 2005 elections, while Santa Clara’s study was conducted two months later. Factors connected with the election, especially the fact that all of the initiatives supported by the Governor were defeated, might help to explain the difference.

5. Comparisons: Local Government

The California Field Poll reports that trust in local government remained steady from 1984-1997:

In those years participants were asked whether they had “a lot of confidence, some confidence, or not much confidence” in their local government. The percent stating they had a lot of confidence in local government was 18.7 percent in 1984 and 19.6 percent in 1997.¹²

This is in contrast to the 46% of Santa Clara residents who give the City “very high trust” scores at a rate more than double that of the Field Poll.

¹²Kim Haselhoff, Paul M. Ong, and Lucy Tran, “Issue 15: Ratings of So Cal Local Government Lukewarm” (July 1, 2005). *The Ralph and Goldy Lewis Center for Regional Policy Studies. Southern California Survey. Paper Vol1_No15.* http://repositories.cdlib.org/lewis/scs/Vol1_No15, quote p.1, Figure 5 p. 2.

Figure 4 Californians’ Trust in State Government 2001-2004	
DATE	% ALWAYS/ MOST
Pre-election	
January 2001	47
January 2002	47
November 2002 Election	
August 2002	37
November 2002	35
Post November 2002 election	
February 2003	36
June 2003	34
September 2003	28
October 2003	27
Post Oct 2003 recall	
January 2004	27
May 2004	32
SOURCES: Public Policy Institute of California Statewide Surveys (2001-2004). Note: N=approximately 2000 per survey wave.	

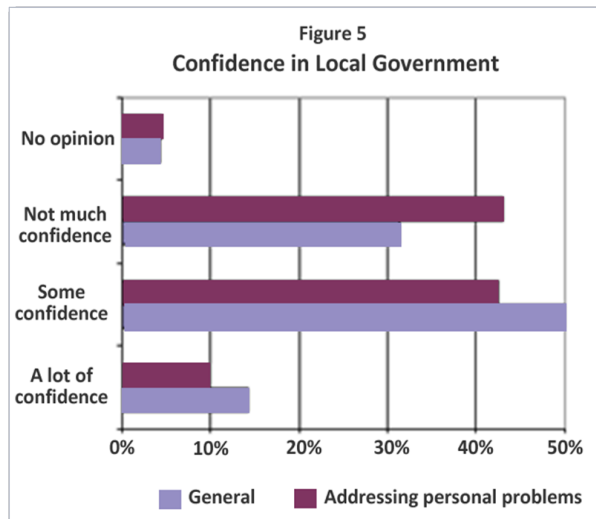


Figure 5 comes from a more recent survey conducted in Southern California in 2005. The bottom bar of each pair represents responses to a question asking how much *confidence in general* participants had in local government. The top bar in each pair represents the answers to a more specific question asking how much confidence people had in local government's ability to solve problems affecting that person's household or family.

The last pair of bars show that Southern Californians have more confidence in local government in general (about 14% expressing a lot of confidence) than they do in local government's ability to solve specific problems (10%). These are very low percentages, however, compared to Santa Clara's 46% expressing very high trust.

In fact, the top category ("great deal of confidence") in the Southern California study receives about the same percentage (10%) as the bottom category ("no trust") in Santa Clara. Similarly, the bottom category ("not much confidence") in Southern California receives about the same percentage as the top category ("great deal of trust") in Santa Clara. From about 30% to over 40% of Southern California residents expressed "not much confidence," compared to 46% in Santa Clara expressing a "great deal of trust." Finally, some confidence is expressed in Southern California by 42% to 50%, just about the same as the middle 44% in Santa Clara.

The Southern California question, however, is not identical to the Santa Clara trust question. In 2004, the City of Milpitas, a local South Bay City, did ask the identical question ("How much, if at all, do you trust the City to represent your best interests.") Figure 6 shows that 28 percent had high trust (i.e., the top two categories) for that city compared to Santa Clara's 46%. About 22% (bottom two categories) in that city had low trust (compared to 10% in Santa Clara), with 50% in the middle (compared with Santa Clara's 44%).



F. FACTORS RELATED TO CITY TRUST

The researchers explored how trust might be related to other measures or demographic categories.

Table 4 summarizes the results of these tests. The measure under consideration is listed in the first column. Average City trust scores for groups in the measure are in the 2nd and 3rd column. Statistical tests of significance¹³ are in column 4. 5 draws a conclusion for that measure.

Table 4 shows no relationships between these measures and City trust. City trust is not related to gender, home ownership, prior involvement with the City or a campaign, whether a person plans to remain in the City or move in 5 years, or their party status.

Groups within a particular measure may appear to have different trust scores. Consider involvement, for example. Those who have been involved rate City trust at a 4.39 while those who have not been involved rate City trust at a 4.19. The statistical test determines if the difference between these average scores is a true difference or likely to have happened just by chance. In this case, from a statistical perspective, there is no true difference between these two average scores of City trust. The statistics support the conclusion that a person's involvement with the City does not influence how much they trust local government.

Table 4 Factors Related to Public Trust			
Measure	Avg trust SD group 1	Avg trust SD group 2	Statistic
Gender n=318	Female 4.12 1.13 n=146	Male 4.30 1.33 n=162	t=-1.32 df=304 not related
Home ownership n=316	Own 4.25 1.24 n=235	Rent 4.11 1.29 n=79	t=.841 df=312 not related
Involvement n=316	Yes 4.39 1.34 n=23	No 4.19 1.23 n=293	t=-.729 df=314 not related.
Living here in 5 years n=315	Yes 4.26 1.23 n=265	No 3.94 1.33 n=50	t=-1.68 df=313 not related
Democrat / Republican n=219	Democrat 4.28 1.22 n=151	Republican 4.26 1.28 n=68	t=.074 df=217 not related

¹³ Statistical tests explore whether any apparent relationship between two measures happened by chance. A relationship is "statistically significant" if the probability of it happening by chance is less than or equal to one out of 1000 (which is usually written as $p < .001$), one out of 100 ($p < .01$), or 5 out of 100 ($p < .05$).

1. Age

Age does not have an impact on City trust. In the first tests, age appeared to be “positively correlated.” This means that consistent increases in one measure (age) “match up” with consistent increases in the other measure (City trust). In other words, as age increases, so also do trust scores.

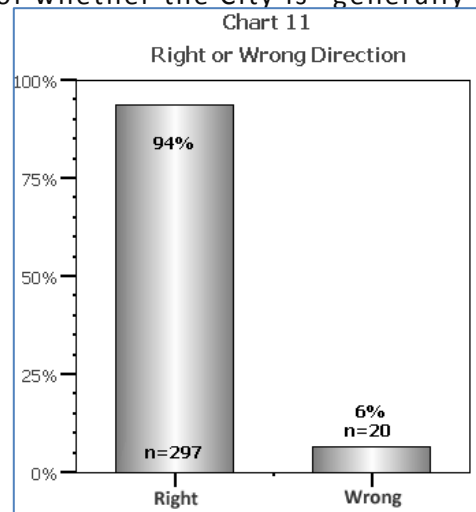
This is a statistically significant relationship ($r=.138$, $p<.01$ 1-tailed), but it is a weak relationship. In the strongest relationships, the correlations approach 1.0, in which two measures are perfectly matched. In contrast, in this study age and trust are correlated at .138.

When the researchers tested to see if this correlation would hold up as a true relationship or whether another measure was having an impact on this one, they discovered that after removing the impact of the number of adult years someone has lived in the City, the relationship between age and City trust disappeared. There is, therefore, no relationship between age and City.

2. City Direction

City trust is, however, associated with some perceptions about the City. Trust appears to be related to people’s perceptions of whether the City is “generally going in the right direction” or “generally going in the wrong direction.”

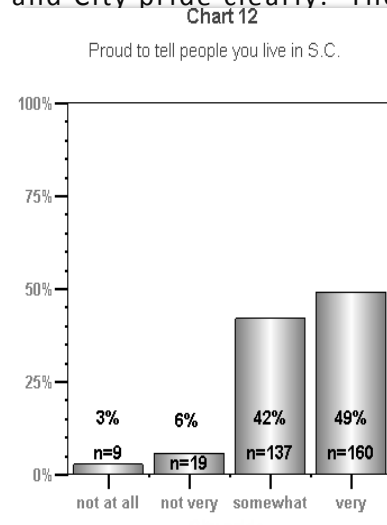
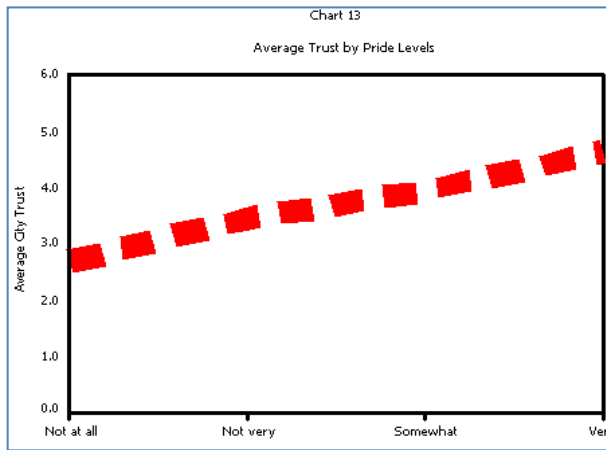
Chart 11 shows the percentage responses to this question. Ninety-four percent of residents feel the City is going in the right direction. The average trust score for this group is 4.34 (SD=1.17), while the average score for the other group is 2.85 (SD=1.30). This is a statistically significant relationship ($t=5.46$, $df=308$, $p<.001$) but the small number of people (20) in the “wrong direction” category means that the average for this group is not very stable. Nevertheless, the perception that the City is going in the right direction is associated with higher trust scores.



3. Proud to Live in Santa Clara

One trend that runs throughout these findings is that people are very positive about the City. On the question of “how proud are you to tell people you live in the City of Santa Clara?” Chart 12 shows that almost half the participants are “very proud” (49%) and another 42% are “somewhat proud.” Six percent are “not very proud” and 3% are “not at all” proud to tell people they live in Santa Clara.

Chart 13 shows the relationship between City trust and City pride clearly. The people who are “not at all proud” to tell people they live in Santa Clara also have the lowest average rating for City trust (2.67 out of 6, SD=1.22). Those “not very proud” have an average trust score of 3.44 (SD=1.33), while those “somewhat proud” have trust scores of 3.94 (SD=1.33), and those in the top group “very



proud” have scores at 4.62 (SD=1.00). This test cannot establish a causal relationship between City trust and people’s pride, but it does show the two measures are related.

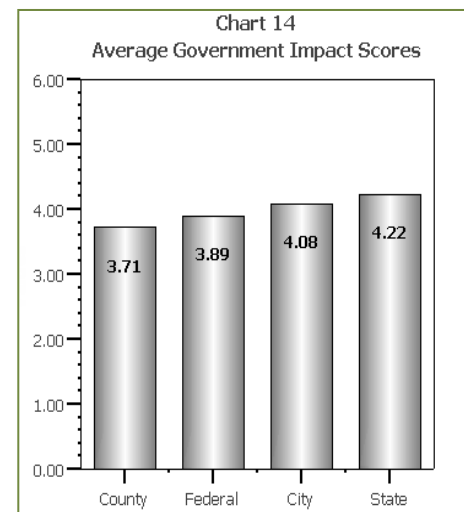
G. GOVERNMENT IMPACT

Questions 10a and 10b asked :

“Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life?” (10a)

“Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell?” (10b)

Chart 14 shows average ratings of impact that residents assigned to each level of government. Notice that the difference between the lowest impact (County) and the highest (State) is just .51. The state impact score is 4.22 (out of 6.00), followed by City (4.08), Federal (3.89), and County (3.71). Residents think all levels of government have an impact on their everyday lives.



When the numbers are this close, however, statisticians explore whether some of

Table 5	AVG.	SD	N	Stat	DF	Sig	
County-City	3.72	1.404	319	t=6.725	318	.00	Different Averages
	4.08	1.446	319				
State-City	4.21	1.371	319	t=1.728	317	.08	Not different
	4.08	1.448	318				
Federal-City	3.90	1.464	319	t=1.955	318	.05	Different Averages
	4.08	1.446	319				
State-County	4.22	1.372	319	t=7.294	318	.00	Different Averages
	3.71	1.411	319				
Federal-County	3.89	1.471	320	t=2.220	319	.02	Different Averages
	3.71	1.410	320				
Federal-State	3.90	1.473	319	t=5.468	318	.00	Different averages
	4.22	1.372	319				

these differences are likely to have happened by chance and would not be found if the entire population of the City were surveyed. If small differences exist, the statistics will tell us if these are likely to be true differences or not.

Table 5 shows the results of tests to see if statistically true differences exist between these ratings. No statistically true difference exists between the State score (4.22) and the City (4.08) score. All other scores are statistically true differences.

Table 5 leads to this

important conclusion: The State of California and the City of Santa Clara are in a statistical dead heat as the government levels Santa Clara residents feel have the most impact on their everyday lives. The Federal Government is rated third in impact and the County rated last. Though the differences are small and it may be more accurate to say that Federal, State, and City are in a dead heat, this is a different finding from most other studies.

For instance, in a 2000 national NPR-Kaiser-Kennedy School study, 79% said the Federal Government had a lot/some impact; 76% said the State had a lot/some impact, and 68% said the same thing for local government¹⁴. In Santa Clara residents perceive that the City touches their day-to-day lives more than in many cities, as much as the State does, and slightly more than the Federal Government does.

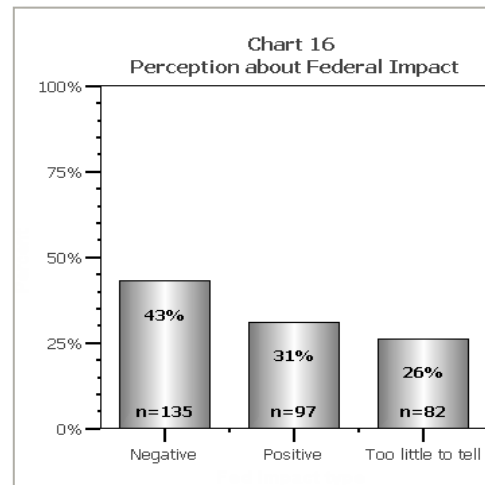
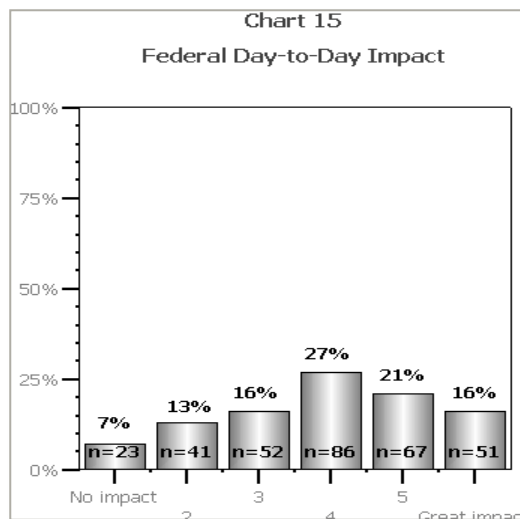
Additional analyses show a statistically significant correlation between City trust and City impact ($r=.215$, $p<.001$, 2-tailed), as well as City trust and County impact ($r=.219$, $p<.001$ 2-tailed). In other words, higher impact scores in the City and in

¹⁴ *Attitudes Toward Government Study* / ICR Survey Research Group for Kaiser Family Foundation, National Public Radio, Kennedy "Little to Tell" School of Government, Harvard University. Conducted May 26-June 25, 2000.

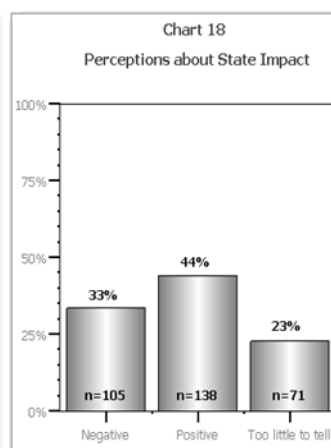
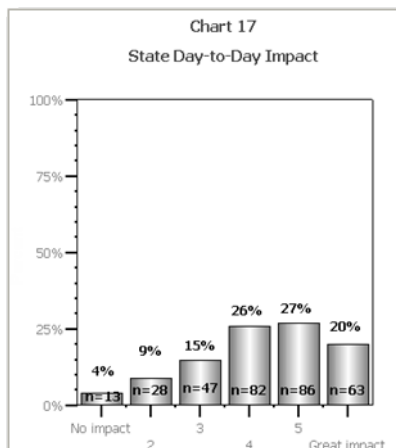
the County are associated with higher levels of City trust. Federal impact and State impact are not related to City trust.

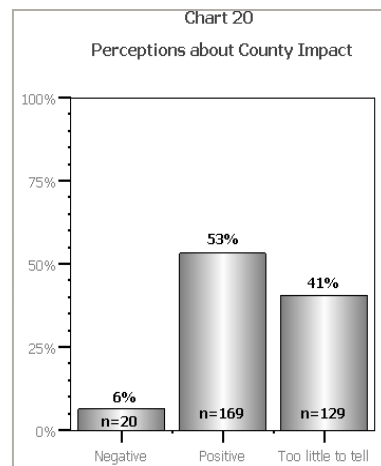
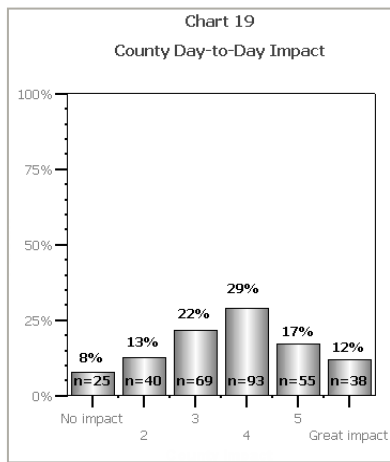
1. Impact: Positive, Negative, or Too Little to Tell

Federal Government: Chart 15 shows that more than three out of five residents (64%) rate the Federal Government's impact at a 4 or higher. Yet, Chart 16 shows that only three out of ten believe the impact is positive. About two out of five residents (43%) rate the impact as negative and one out of four (26%) say the impact is too little to tell whether it is negative or positive.

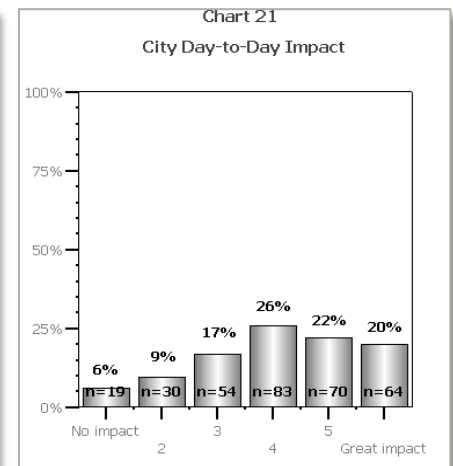
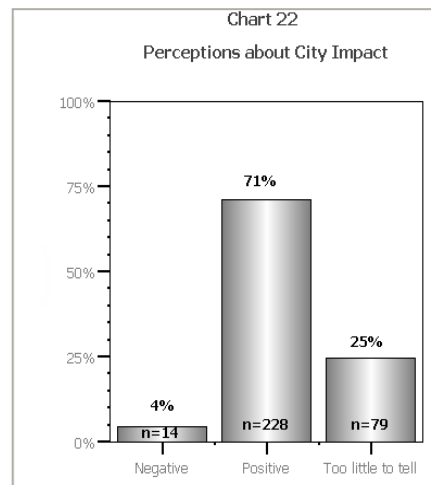


State Government: Combining the top three categories on Chart 17 shows that the State receives high ratings for impact on residents' everyday life from almost three out of four residents (73%), with Chart 18 showing that around two out of five residents (44%) say the State has a positive impact on their lives. A third of residents (33%) rate the State's impact as negative and just under one in four (23%) say the impact is too little to tell whether it is positive or negative.





County Government: Chart 19 shows that just under three out of five residents (58%) believe the County has a large impact (rating 4 through 6) on their everyday lives, a smaller percentage than for Federal (64%), State (73%), or City (68%) governments. Yet, Chart 20 shows that the County is the first of the government levels to have more than half the residents (53%) rate the impact as positive, with only about one out of 18 residents (6%) rating the impact as negative. Four out of ten residents (41%), however, find the impact too little to tell



really make a judgment about positive or negative.

City Government: Chart 21 shows that more than two out of three City residents (68% in categories 4 through 6) believe the City has a large impact on residents' lives. Chart 22 makes it clear that seven out of ten residents (71%) believe the City has a positive impact on their everyday lives.

One in twenty-five (4%) believe the impact is negative, while one of four (25%) believe the impact is too little to tell.

2. “Too Little to Tell” Makes a Big Difference

It is reasonable to ask whether the evaluation of government impact as “positive,” “negative,” or “too little to tell” is related in some way to the evaluation of how *much* impact the government has. For example, does a resident’s evaluation of impact in Chart 22 have some relationship to their judgment in Chart 21?

The answer is that there are no statistically significant differences between the impact score given by people who rate the impact as “positive” or those who rate it as “negative.” This true for all levels of the government. Most residents are able to tell how much of an impact the government has and then make an independent judgment about whether that impact is positive or negative without letting that perception influence their judgment about how much impact the

Table 6a							
Average Government Impact Scores by Type of Impact							
	1 Negative		2 Positive		3 Too Little		4 Statistics
A. Federal impact	4.35		4.19		2.77		40.742 2
	1.34	133	1.26	97	1.31	82	P</ .001
B. State impact	4.67		4.45		3.16		35.341 2
	1.10	103	1.22	137	1.41	70	P</ .001
C. County impact	4.55		4.23		2.93		43.737 2
	1.35	20	1.13	168	1.37	128	P</ .001
D. City impact	4.93		4.46		2.86		49.251 2
	1.59	14	1.18	226	1.44	78	P</ .001

government has to begin with.

For every government level, however, those marking “too little to tell” have average impact scores that are statistically different than those

marking “positive” or “negative.”

Table 6a provides the support for these conclusions. Each box contains in bold the average government impact score given by those rating the impact according to the word in the column heading (“negative,” “positive,” and “too little to tell”). The line below the average score contains the standard deviation and the number of people out of 330 on which the answer is based. Column 4 contains the F-test statistic, degrees of freedom, and then the probability of the finding happening by chance. The F statistic tests for true differences among any of three averages for that government level.

When the averages in column 1 are compared with the averages in column 2, statistical tests reveal that there are no true differences between these numbers. People rating the impact as negative gave virtually the same score as the person who believed the impact to be positive. When column 3 is compared with the other scores, a true difference is found between the “too little to tell” category and the other categories. People who believe there is too little impact to make any judgments give lower scores on the amount of impact.

This finding is one of a number of findings that bolsters our confidence in the “construct validity” of the survey—that it is measuring the abstract concepts (in this case, the concept of “governmental impact”) it set out to measure.

The empirical results are consistent with logic and common sense: we have no logical reason to expect that a person who believes the government’s impact is “positive” will evaluate “amount of impact” any differently from the person who believes the impact is “negative.” We do, however, have a logical reason to expect a lower “amount of impact” score from someone who believes the impact is “too little to tell” whether it is positive or negative. That is exactly what the results in Table 6 show.

Almost one in four residents said the impact of the City was “too little to tell.” Do they also judge the impact of the other governmental levels as too little to tell?

Table 6b	-	+	Too Little to tell
Federal	38	8	54
State	25	25	50
County	4	13	83

Table 6B shows what these 79 residents thought of the other government levels. Half of the residents who thought Santa Clara’s governmental impact was too little to tell also thought that about the other government levels. In the case of the County, over four out of five of the residents who thought Santa Clara impact was too little to tell also felt the County’s impact was too little to tell.

When these 79 residents did think that the government was having an impact, 83% of that group gave the Federal government a negative impact rating; 50% of them evaluated the State negatively, and 25% evaluated the County negatively.

3. Impact and Trust

As discussed earlier, public trust is found to be statistically related to amount of government impact. It is also related to how positively or negatively that impact is perceived.

Those who say the City has primarily a negative impact have average trust scores of 1.71 out of 6.00 (SD=1.13), while those who say the impact is primarily

positive have average trust scores of 4.56 (SD=.995). Those who say the City has “too little impact to tell” are in between at 3.65 (SD=1.22). The relationship between trust and evaluations of impact is statistically significant ($F=61.10$, $df=2$, $p<.001$).

Some additional relationships should be mentioned. City impact is statistically associated with Federal impact ($r=.39$, $p</.05$), State impact ($r=.51$, $p</.001$), and County impact ($r=.77$, $p</.001$). In the case of the County, high ratings of City impact are associated with high ratings of County impact. One possible reason for this is that an experience of “good government” at the local level raises an expectation of impact, perhaps even positive impact, at the other levels of government. It may also heighten the resident’s awareness of the many ways government can have a positive impact on the lives of residents.

The four measures of government trust are also associated. City trust is significantly correlated with Federal trust ($r=.217$, $p</.001$), State trust ($r=.40$, $p</.001$), and County trust ($r=.67$, $p</.001$). Again, the pattern is that as the levels get closer to the City, the strength of the relationship increases dramatically. Again this correlation means that higher levels of trust in City leaders are associated with higher levels of trust in County, then drops down to the State level, and finally ends with a weaker relationship at the Federal level.

This is a relationship that a future study should examine in more detail. It might be that, all things being equal, positive trust-building experiences with any government level will foster trust in all government levels, unless there is a trust-damaging or destroying experience that the resident has with that level.

This leads to a modification of a point made earlier about residents’ independence of thought and the lack of a spillover effect. The results now show significant correlation among the measures of impact and the measures of trust. It is likely that residents’ perceptions of other government levels influences their perceptions of all the levels in some general way, but as the evaluations come closer to home, residents apply their personal experiences and critical thinking skills to make nuanced and more complex evaluations.

H. PUBLIC CONFIDENCE

Residents were asked two sets of questions to address public confidence in City services. Question 7 asked about “quality of life” in five contexts and overall:

“How would you rate the City of Santa Clara as a place to...

- (a) feel safe and secure...
- (b) live after retirement...
- (c) raise a family...
- (d) spend leisure time...
- (e) work and do business... and

(f) overall as a place to live?”

Question 8 asked for ratings for ten types of City services:

“How would you rate the following City services?”

Listed were the Fire Department; Garbage Disposal, Recycling, and Clean Green; the Library; Municipal Code Enforcement; Municipal Utilities; Parks; Permit Center; Police Department; Recreation Programs; and Street Maintenance. For both questions, residents were asked to use a scale where 1=poor, 6=excellent, and 2 through 5 are in between. “Don’t know” was also a possible answer.

Note: Many Santa Clara residents answered, “don’t know” to the evaluation questions about Code Enforcement and Permits, making those averages less robust and less likely to reflect the true opinion of Santa Clara residents. Of the 330 completed surveys, 180 (54.5%) marked “don’t know” for Permits, plus twenty skipped the question, leaving 130 responses for analysis. For Code Enforcement, 110 (33%) marked “don’t know,” plus 11 skipped the question, leaving 209 responses for analysis. Due to the low response rate, Permits and Codes receive the lowest average scores.

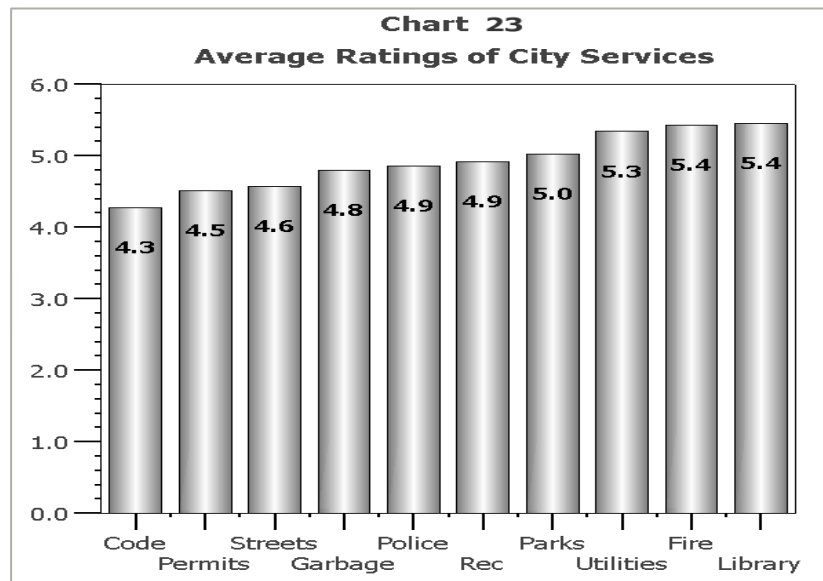
These points are important because the next sections make it very clear that the public’s perception of quality of life and of City services are important components of public trust and important to the way the public evaluates the ethics of City leaders.

1. Ratings of City Services

Chart 23 shows the average ratings residents gave to the 10 City services they were asked to evaluate on a “poor” to “excellent” six point scale. Anything over a 3.0 is a positive average, anything from 1.0 up to and including a 3.0 is a negative evaluation.

The Chart shows that the ratings have a very narrow range from 4.3 for Code Enforcement to 5.4

for the Library and Fire. Utilities, Fire, and the Library are the highest rated



services, with waste management, police, recreation, and parks in the next set at 5.0 or slightly under. Codes, permits, and streets are in the last cluster, slightly above and slightly below 4.5. Note that the lowest score on this chart is higher than the highest score any government level reached for trust. City Government, the level with the highest score, had a trust score of 4.2.

Based on these high averages, it is safe to conclude that City services are rated very highly by City residents.

2. Satisfaction with City Services

To understand more about how individual residents feel about City services, a new measure was created from the rating scores each individual gave to specific City services. The new measure is called “Average Service Evaluation.” It shows the rating a resident typically gave to the City services he or she evaluated in the survey. In this report, the researchers use this average service rating as a measure of “overall satisfaction with City services.”

Because some residents marked “I don’t know” or may have skipped one or more of the questions asking them to rate City services, the first step in creating this new measure was to count the number of City services a person actually evaluated. In operational terms, a City service was considered evaluated if a value between 1 and 6 was found.

The “counting measure” was created. It provided new information:

Three people left all ten questions blank and were removed from further analysis with this measure, leaving 327 people who evaluated at least one of the ten City services.

The number of City services evaluated ranged from two to ten, with the average number of services evaluated at eight.

Half of the 327 evaluated nine or more City services, half evaluated fewer than 9.

The individual resident’s service ratings were then added up for each resident and divided by the counting measure for that individual, yielding the average service rating for each individual.

When residents rated individual City services, if they marked something other than “don’t know,” their choices ranged from a low of 1 to a high of 6 for each City service. The new measure (“average service rating”) can also then only have a range of scores from 1 to 6. If a person gave all services the top score of 6, the average service rating score would be 6. (6×10 City services = 60, divided by 10 City services evaluated = 6 average service rating.) If everything had been rated

a 1 the average service rating is a 1. If a resident gave five City services a 6 and the other five a 1, the average service rating is 3.5. ($5 \times 6 = 30 + 5 \times 1 = 5$ yields a numerator of 35 to be divided by 10 City services = 3.5 average service rating.)

This measure was created. It also provided new information.

Just 1% (n=2) of residents had average rating scores below 3. One person had an average score of 1.7 and someone else had an average score of 2.8. This is quite unusual...and remarkable. Out of 330 randomly selected households, to only have two with scores below 3 speaks very clearly about the quality of the services and the satisfaction the residents have in them.

The average of the average rating scores was 4.91 (SD=.744, n=327) Half the residents had average scores of 5 or higher; the other 49% had average scores from ranging from 3 to 4.9

Researchers often break survey participants into four groups, each group made up of 25% of the total. Doing that with this measure reveals how the scores group toward the top of the scale. Notice the broad range in group 1 (in order to include 25% in this group, scores had to go as high as 4.49. Notice also the very short range in group two, which means many people giving very similar scores. Finally notice the very short range in group 3 and group 4, which again means that larger numbers of people are grouping around these numbers.

- 1st group: 1.71 to 4.49
- 2nd group: 4.5 to 4.9
- 3rd group: 4.9 to 5.5
- 4th group: 5.51 to 6.0

Another way to look at the group data just presented is to add groups 2, 3, and 4 together to say that three out of every 4 residents (75%) rated City services on average from 4.5 to 6.0 on the 6-point scale. One out of every four residents gave City services on average a rating from 5.51 to 6.

The results from this measure indicate very high confidence in City services.

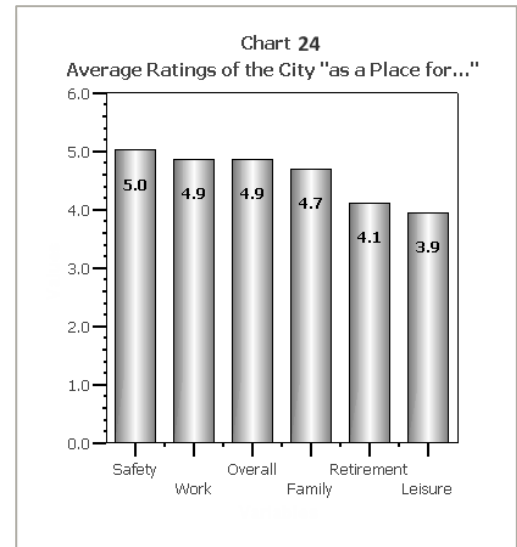
I. QUALITY OF LIFE

For this study, “quality of life” refers to a person’s satisfaction with important social, cultural, environmental, and economic conditions under which the person lives and on which the City has a direct impact through policy, services, or programs. For Santa Clara, that meant asking people to rate the City on security, family, business, leisure, retirement, and overall as a place to live.

Question 7 asked, “**How would you rate the City of Santa Clara as a place to feel safe and secure, live after retirement, raise a family, spend leisure time, work and do business, and overall as a place to live?**”

Chart 24 shows that “Santa Clara overall as a place to live” gets about a 5.0, where it is in a virtual tie with residents feeling safe in the City, and Santa Clara as a good place to work. Slightly below that is “Santa Clara as a Place to Raise a Family.” The least highly rated are Santa Clara as a place to retire and as a place to spend leisure time; both rated at around a 4 and are still positive.

These results indicate that residents perceive themselves as having a high quality of life in the City. All average scores are on the positive side of the scale, with retirement and leisure rated slightly lower than the other measures.



1. Comparison with Local Cities: Quality of Life

Again, it is helpful to compare Santa Clara and other cities on quality of life and City services. In the local area, Palo Alto,¹⁵ Milpitas,¹⁶ and Livermore¹⁷ recently asked the same quality of life questions. For City services, Sunnyvale and San Jose will be the comparison cities.

Comparisons are difficult. None of these cities is a match in terms of size of population, ethnic and educational background, size of City staff, or even the number of members on the City Council. These numbers are offered not so much for comparison or for boasting about whose services are more highly rated, but rather to give the reader a general sense of how people answer these questions in other cities in the local San Jose area.

¹⁵ National Research Center. The City of Palo Alto, CA. Report of Results 2005. National Citizen Survey. Available at <http://www.cityofpaloalto.org/auditor/documents/SEA2004-05AppendixA-B.pdf>

¹⁶ Shanks, Thomas E. Survey Report: Results from the Citizen Survey 2004. Milpitas, CA: Final Report, February 22, 2004. Available from the City Clerk of the City of Milpitas. Not available on the City's Website.

¹⁷ National Research Center. The City of Livermore, CA. Report of Results 2006. National Citizen Survey. Available: [http://www.ci.livermore.ca.us/survey_reports_2006/Report_of_Results.pdf?searchcommand={City%20Clerk}:\[WebID\]=11261&FolderID=11258&SearchHandle=0&DocViewType=ShowEdoc&LeftPaneType=Hidden&dbid=0&page=1](http://www.ci.livermore.ca.us/survey_reports_2006/Report_of_Results.pdf?searchcommand={City%20Clerk}:[WebID]=11261&FolderID=11258&SearchHandle=0&DocViewType=ShowEdoc&LeftPaneType=Hidden&dbid=0&page=1)

An additional problem with the comparison involves the way the questionnaires were constructed: although the same questions were asked, the answer choices were different. Santa Clara used a 6-point “poor”-“excellent” scale with the high

Table 7 City Comparison on Quality of Life				
INDICATOR	SANTA CLARA	PALO ALTO	MIL-PITAS	LIVER-MORE
Overall as a place to live	91	90	61	82
Safety & security	95	87	64	76
Raise a family	84	92	57	84
Work & business	92	81	54	60
Retire	67	60	37	49
Leisure	63		30	

and low numbers identified by words, but the others were just referred to as “numbers in between.” Milpitas used a 5-point “poor” “excellent” scale, where 1 and 5 were identified by words and the other choices by numbers. Palo Alto used the words “very good,” “good,” “fair,” and “poor.”

The percentages in Table 7 represent only those residents who clearly chose a positive response. For Santa Clara, the percentages combine answer choices 4 through 6. For Palo Alto, the percentages combine “very good” and “good.” For Milpitas, only the top two (4 and 5). (Note: Milpitas’ use of a 5-point scale undoubtedly has influenced residents’ ratings.

Some of the majority of Milpitas people who selected the mid-point as their answer undoubtedly would have chosen 4 on a 6 point scale and would be included at this stage of the analysis. They are excluded right now.)

Table 7 shows that Santa Clara and Palo Alto residents rate their cities very highly in quality of life, and trade top position in a few places. Except with the indicator of raising a family where it tied with Santa Clara, Livermore is next in quality of life.

2. Comparison with Local Cities: City Services

Table 8 compares Santa Clara with results from recent surveys in Sunnyvale¹⁸ and San Jose.¹⁹

¹⁸ Northwest Research Group. City of Sunnyvale 2005 Resident Satisfaction Survey Final Report August 2005. <http://127.0.0.1:4664/redir?url=C%3A%5CDocuments+and+Settings%5CTom+Shanks%5CDesktop%5C001%5F05298a%2Epdf&src=1&schema=8&start=3&s=usw5hpxjRJ0MEoYgy8ZJrwJBV7A>.

¹⁹ FMM&A, Report of Findings. San Jose Community Survey 2005. <http://www.sanjoseca.gov/pdf/CommunitySurveyReport.pdf>

Again, comparisons are difficult because different scales were used. In Sunnyvale, the response choices were “very good,” “good,” “average,” “poor,” and “very poor.” San Jose also used a five-point scale: “excellent,” “good,” “just average,” “poor,” “extremely poor.” In Santa Clara, 1=poor, 6=excellent with 2 through 5 in between.”

Table 8										
City Comparison on Service Ratings										
	1	2	3	4	5	6	7	8	9	10
	Fire	Waste	Librar y	Code	Util	Parks	Permits	Police	Rec	Street
Santa Clara	97	88	97	75	96	93	82	87	92	83
Sunnyvale	94	85	86	75	85	89	NA	80	82	78
San Jose	72	NA	72	57	NA	65	NA	67	50	NA

Table 8 presents the percentages for positive evaluations of City services. For Sunnyvale, it includes the “very good” and “good” categories. For San Jose, the “excellent” and “good” categories. “Average” or “just average” are not included in these numbers. The Santa Clara numbers reflect those who answered from 4 to 6. Santa Clara did not give residents the chance to choose an “average” or “midpoint,” but instead forced them to choose between a positive evaluation (4 through 6) or a negative evaluation (1-3). These are the percentages of residents responding positively on their respective scales.

Where there were not equivalent measures, “NA” is printed for “not available.”

Overall, Santa Clara’s ratings match (Code Enforcement) or exceed by up to 10% (Recreation) Sunnyvale’s well-regarded services. Compared with the available measures from San Jose, Santa Clara exceeds San Jose in every category by anywhere from 13% to 42%.

3. Relationship between Trust and Other Measures

The researchers then explored the relationships of each of the following with every other measure on the list:

- the new measure of service satisfaction,
- ratings of each of the City services,
- the overall quality of life indicator (i.e., “Santa Clara overall as a place to live”),

the City's perceived impact on resident's everyday lives, pride at telling people one lived in Santa Clara, and City trust (i.e., how much trust, if any, do you have that (Santa Clara City Government) will serve the best interests of those they were elected to represent?).

Table 9 shows the correlations among all of these measures. Each cell of the table shows the relationship of the measures in Rows A through E with the measures in Columns 1 through 12. So, Cell A2 shows the Pearson Correlation Coefficient for the relationship between the Average Service Rating and the Overall Quality of Life Indicator ($r=.65$, $p</.001$).

	1 Avg Serv Rating	2 Over-all	3 Fire	4 Waste	5 Library	6 Code	7 Util	8 Parks	9 Permits	10 Police	11 Rec	12 Street
A. Avg Service		.65	.67	.56	.62	.71	.65	.71	.68	.70	.67	.68
B. Overall	.65		.42	.27	.45	.52	.41	.60	.41	.45	.52	.36
C. City pride	.53	.59	.39	.31	.24	.44	.34	.45	.33	.36	.49	.36
D. City impact	.32	.31	.29	.12*	.20	.16*	.24	.21	.21	.20*	.30	.21
E. City trust	.53	.43	.39	.28	.26	.41	.29	.32	.46	.45	.36	.44

Correlations look for linear relationships: to what extent do increases (or decreases) in one score go hand in hand with increases (or decreases) in the other score. If there were a perfect one-to-one correlation, the perfect score would be a 1.0. When we ran the average service rating against the same measure, the correlation was 1.0 because every score on one was identical to every score on the other.

All relationships on this Table are statistically strong, with significance levels at $p</.001$. Those marked with an asterisk are significant at the $p</.05$ level. All numbers are Pearson Correlation Coefficients, except for the City pride row, which uses Spearman's Rho as its statistic. Because pride was measured in four categories ("not at all proud," "not very proud," "somewhat proud," and "very proud") it does not meet the requirements for the Pearson Rho statistic.

Row A shows that the new measure of Average Service Rating is integrally connected with each of the City department ratings, with correlation statistics ranging from a low of .56 for garbage disposal, recycling and Clean Green ("waste") to a high of .71, tied between Code Enforcement and Parks. Because each department's score is part of the Average Service Rating, one would expect strong correlations with this measure. The strong correlations help to justify

using just this one measure in place of the 10 individual department measures in subsequent analyses.

The correlation between Average Service Rating and the Overall quality of life measure is .65. The researchers interpret this to mean that the more satisfied a resident is with City services in general, the more satisfied he or she is with the overall quality of life in the City. Cell 1C adds another dimension to this: the more satisfied someone is with City services, the more proud they are to tell people they live in the City of Santa Clara.

Row B shows that higher ratings on each of the City services (columns 3-12) are associated with higher ratings on the overall quality of life question: "Overall, Santa Clara as a place to live...." More specifically, higher ratings on parks (.60), recreation (.52), code enforcement (.52), library (.45), police (.45), and fire (.42) are associated with higher ratings on the overall quality of life indicator.

Row C shows that as the overall quality of life measure goes up, so also does City pride (.59), where all services again are related to high pride (.53), with Recreation (.49), Parks (.45), and Code enforcement (.44) at the top.

Row D shows City impact associated with the overall quality of life (.31) rating: The more a person perceives the City to have an impact on their everyday life, the higher the ratings for overall quality of life. The strongest relationships here between impact and the various City services are with recreation (.30), fire (.29), and the municipal utilities (.24). All the others have met the test for statistical significance, but are weaker than other relationships on this chart. This suggests that other perceptions and experiences with the City and its leadership are also contributing to the perception of City impact. Some of those relationships (e.g., perceptions about the impact of other government levels, perceptions about City trust) were explored earlier in this report.

Row E describes what fosters City trust. Higher levels of City trust are associated with higher levels of the overall quality of life indicator (.43). As trust rises, residents give higher ratings to Santa Clara overall as a place to live.

Note also the strong correlation between trust and the average service rating (.53). The more satisfied a resident is with City services, the more trust the resident has that City Officials are operating with the residents' best interests at heart.

It is also important to note here that each City service is also associated with City trust. Higher ratings for permits (.46), police (.45), streets (.44), code enforcement (.41), and fire (.39) are particularly associated with higher ratings of City trust, but all City services share in this relationship.

At this point in the report, it should be increasingly clear that public trust in the City and public confidence in City services are strengthened or weakened in many different ways. Table 9 shows that every City service plays an important role in fostering City trust.

While all services are related to all the main measures in Table 7, it is interesting to note the different roles that some City services appear to play. For example, parks, recreation, code enforcement, the library, and the police are most strongly related to the overall quality of life in the City. Code enforcement, recreation, and parks are most strongly related to City pride. Impact on the everyday life of residents is most strongly related to recreation, fire, and the electric utility. Permits, police, streets, and code enforcement are most strongly related to City trust.

J. INVOLVEMENT WITH THE CITY

The survey asked a number of questions to measure amount of involvement with the City, City Council, or City staff:

Question 2: How many years have you lived in the City of Santa Clara as an adult (that is, since your 18th birthday), counting any time you have lived here?
(Answer: write in number of years)

Question 9: In Santa Clara, have you ever run for or been elected to public office; been appointed to a City Commission, Board, or Committee; volunteered significant time on a City political campaign; or worked as a City employee?
(Answer: No or Yes)

Question 15: Over the past five years, how often would you say you have attended a City Council meeting, watched any part of a Council meeting on Cable Channel 15, or had any contact with a Council member? (Answer: Never, Rarely, Occasionally, Frequently).

Question 16: Over the past five years, how often would you say you have gone to City Hall for information or with a question, called about an issue, applied for a permit, or had any other contact with City staff? (Answer: Never, Rarely, Occasionally, Frequently).

1. Adult Years in Santa Clara

Table 10 shows the results for the number of years residents in the sample have lived in the City of Santa Clara after the age of 18. The table shows:

that 319 people answered the question, 11 skipped it; the average number of years lived in Santa Clara is

Table 10 Adult Years in City	
N	319
Missing	11
Mean	18.6
Median	15
Mode	1.0

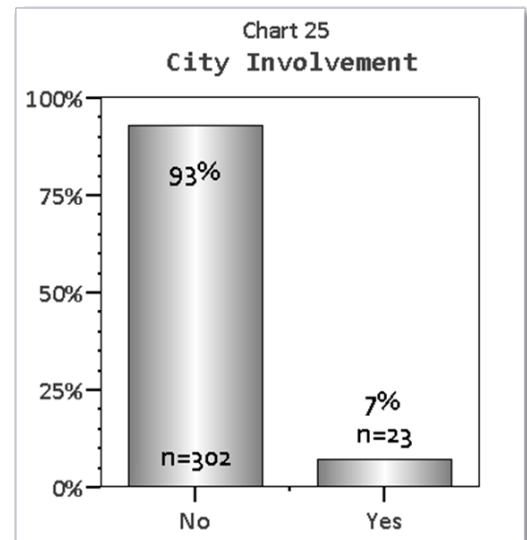
about 18½ years;
 half the sample has lived here more than 15 years and half fewer than 15 years;
 the category with the largest percentage of people (7.2%, n=23) in it is one or fewer years.

Twenty-five percent of the sample has lived here five or fewer years; the next 25% of the sample have lived here between 6 years and 15 years; the next 25% between 16 and 30 years, and the last 25% 31 years to 55 years.

The average age of this sample is 51 years, with half the sample younger than 51 and half older than 51. They range in age from 19 to 93. Every age is represented by at least one person from the age of 19 to the age of 82. The oldest members of the sample are 84, 86, 89, and 93.

2. City Involvement

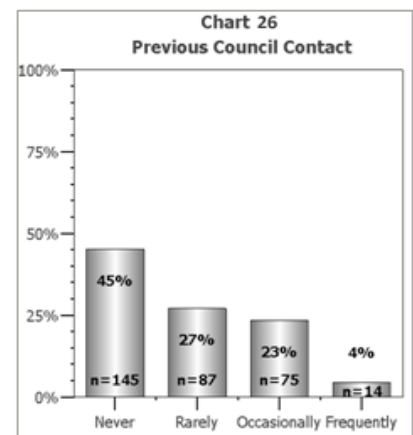
Chart 25 shows that a large majority of the survey participants (93%, n=302) had not been previously involved with the City. They have not served as elected or appointed officials, run for office, or been on a committee to get someone elected.



Just 7% (n=23) have been so involved. The sample reflects the large number of Santa Clara residents who for one reason or another do not choose to participate in the activities the question asked about.

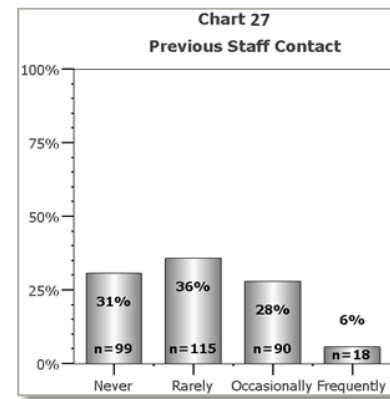
3. Contact with Council and Staff

Chart 26 shows the amount of contact with the City Council. Fewer than three in ten (27% of residents) have occasional (23%) or frequent (4%) contact with the Council either in person or by watching on Cable Channel 15. Just about seven out of every ten residents (72%) rarely (27%) or never (45%) have contact with the City Council.



This chart continues the pattern in the previous one: most survey participants reflect perceptions based on other than their contact or experience with the Council.

Chart 27 shows that slightly more residents, about one out of three (34%), have had contact with the City staff occasionally (28%) or frequently (6%) in some manner. Two out of three (67%) have had staff contact rarely (35%) or never (31%).



4. Do These Make a Difference?

Statistical tests were conducted to determine any relationship between and among years lived in the City, involvement with the City, contact with the City Council, contact with City staff, impact, ethics, and trust.



Results show that greater City impact scores are likely to be given by residents who:

- have lived in the City for many years ($r = .259, p < .001, n = 312$.)
- have been involved in the City²⁰
- have had Council contact²¹
- have had staff contact.²²

At first, this all seems very logical: the longer a person lives in a City, is involved in it, and has contact with City officials, the more experience he or she has and the more knowledge he or she gains. The more people know of the City's work, the more they will understand the impact of the City on day-to-day life. This appears to be a version of a rubric: "the more you know me, the more you will like me."

It is possible, however, to imagine a scenario in which the opposite is true: the more a person learns, the more they understand how little the impact is, or how

²⁰ Independent samples T test, with Levene's test for homogeneity of variance (.020, ns), equal variances assumed, $t = 2.248, df = 316, p < .02$.

²¹ Independent samples T test, with Levene's test for homogeneity of variance ($F = .070, ns$), equal variances assumed, $t = 4.438, df = 312, p < .001$.

²² Independent samples T test, with Levene's test for homogeneity of variance ($F = 6.105, p = .014$), equal variances not assumed, $t = -6.963, df = 258.327, p < .001$.

little it is compared to what it could be. So, it could just as easily be this rubric: “The more you know me, the less you like me.”

Two additional results fall support this alternative explanation:

Statistically significant relationships, but relatively weak, do exist between the number of years lived in the City and perceptions of County ethics and County trust. In these relationships, for the first time in this study, the correlation is negative. This means that the longer one lives in the City the more negative their perception of County ethics ($r = -.132$, $p < .05$, $n = 291$) and the lower their trust of the County ($r = -.163$, $p < .01$, $n = 303$) Government.

Contact with staff in the City of Santa Clara leads to significantly *lower* perceptions of the ethics of Federal²³ and State elected officials²⁴, yet there is no difference on the scores for City or County ethics.

Many different interpretations may exist for the findings in this section, but they are consistent with a hypothesis that could be examined in future studies: Higher scores on City impact (and deeper public trust) are the result of *both*

1. contact, involvement, or additional experience that comes from spending many years in the City, and
2. direct experience with the positive, lived values of City officials and City staff. As one lives in the City longer, gets involved, or has contact, they may come to realize that not only is the impact they experience deliberate and purposeful, but it is also guided by the *City’s Code of Ethics and Values*, a Code the City takes seriously.

Contact or involvement by themselves will not build a positive perception of impact and deepen public trust unless the resident has contact or is involved with an official or City organization whose actions in one way or another communicate clearly that the organization or official’s sole purpose is to meet the needs of the residents.

The very high scores on Quality of Life indicators and City services indicate that residents are already having experiences of “superb City services,” as the Council described its goal a few years back.

²³Independent samples T test, with Levene’s test for homogeneity of variance ($F = 2.557$, ns), equal variances assumed, $t = -2.128$, $df = 308$, $p < .05$.

²⁴Independent samples T test, with Levene’s test for homogeneity of variance ($F = .021$, ns), equal variances assumed, $t = -2.312$, $df = 310$, $p < .05$.

The survey does not provide evidence that the public is making a conscious connection between City services and the *Code of Ethics and Values*. If residents were making that connection, some relationship should have been found between these various contacts and involvement measures and City ethics and City trust.

The only statistically significant relationships that were uncovered were the ones that show that the longer one lives in the City the lower the perception of County ethics and County trust, and the more contact one has with Santa Clara City staff, the *lower* the perceptions of the ethics of Federal and State officials. One (of many) explanations for this to explore in future studies, is positive experience with staff trying to be “at their best” in the City is seen in contrast to residents’ less positive experiences at Federal, State, and County levels, thus leading to lower scores on ethics at those levels. This is a conjecture. Future research would need to explore it further.

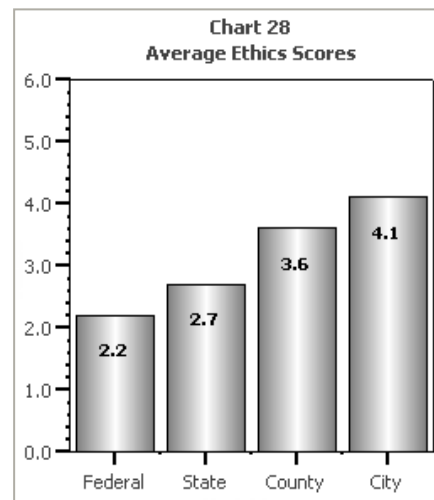
K. ETHICS AND VALUES

Question 12 asked, “In general, how would you rate the ethical behavior of each group?” Residents were asked to mark one choice where 1= “poor” and 6 = “excellent” with “two through five in between” for the “Federal Government Officials in Washington, D.C.,” “California State Government Officials,” “Santa Clara County Government Officials,” and “Santa Clara City Government Officials.”

Chart 28 shows that the lowest ethics score of 2.2 out of 6 (SD=1.22, n=313) is given to the Federal Government. The State is next, just .5 higher at 2.7 (SD=1.22, n=315). The County jumps almost a whole point to 3.6 (SD=1.09, n=299) and the City another .5 higher to 4.1 (SD=1.20, n=308), almost twice the score for the Federal Government.

These scores may seem familiar because they are very close to the average trust scores presented earlier: Federal trust 2.5

State trust: 2.9
County trust: 3.6
City trust: 4.2



Statistical tests confirm that for each of the four government levels, ethics and trust are very closely related. A perfect correlation between two measures is “1.0”. So far in this report, correlations have ranged anywhere from .12 to .62 (cf. Table 9, p. 86).

The correlations for the relationship between ethics and trust at each of the government levels (e.g., City ethics with City trust, Federal ethics with Federal trust, etc.) are:

Federal ($r=.824$, $p</.001$, $n=312$)

State ($r=.774$, $p</.001$, $n=312$)

County ($r=.759$, $p</.001$, $n=296$)

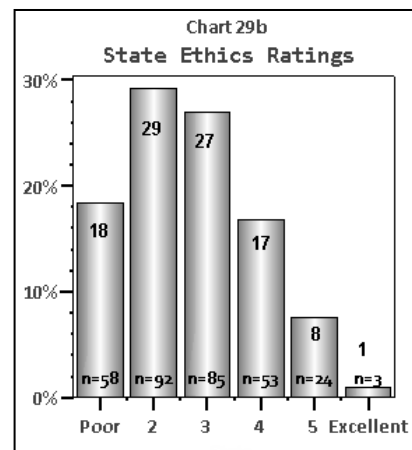
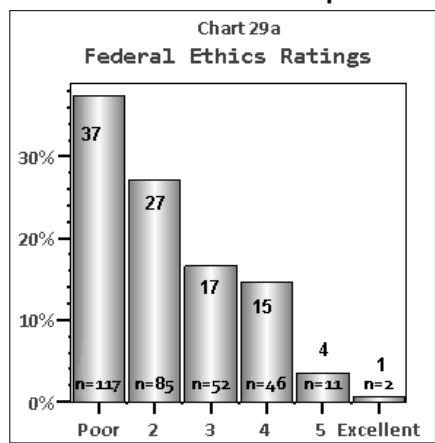
City ($r=.798$, $p</.001$, $n=308$).

In other words, at every level of government, as resident's evaluations of leaders' ethics go up or down, public trust also goes up or down. These are the strongest relationships in the survey.

Charts 29a through 29d provide more information about how residents answered the ethics question for each government level. (Note that the height of the bars is based on about 35%, rather than on 100%, which is the normal scale for the charts in this report. This is done to make the trends easier to see.)

Chart 29a shows that just one out of every five residents (20%) placed Federal ethics on the upper side of the scale, while four out of every five (80%) used the lower part of the scale. One in 100 (1%) gave the Federal Government the rating of "excellent," while more than one out of every three (37%) gave it the lowest score ("poor" or 1). The majority (64%) of residents gave the Federal Government ratings of 1. In contrast, Chart 29d (City Ethics) shows that 64% of the City's scores were "4s" and "5s." The Federal Government received the lowest ethics scores of the four government levels.

Chart 29
Specific Government Ethics Scores



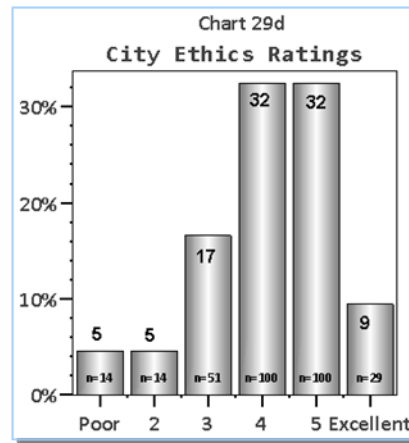
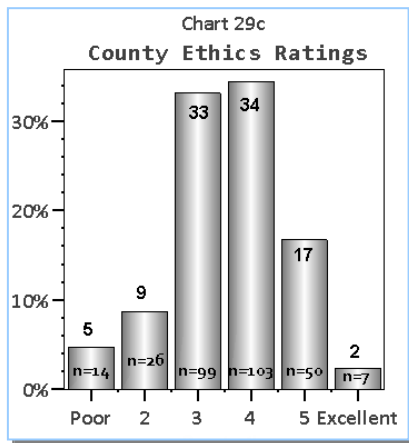


Chart 29b represents the State's ethics scores. About one of every four (26%) gave the State a score in the upper part of the scale. Three out of every four (76%) rated the State in the lower part of the scale. One of every 100 (1%) gave the State an "excellent" rating. One out of every six (18%) gave the State a "poor" rating. The majority of residents (56%) gave ratings of 2 (29%) or 3 (27%). The State rated third in the ethics scores, ahead of the Federal Government, but below the County and the City.

Chart 29c shows County ethics ratings were just about evenly split between ratings on the upper side of the scale (53%) and those on the lower side of the scale (47%). One of every 50 residents (2%) rated County ethics as "excellent." One of every 20 (5%) rated them as "poor." The majority of residents (67%) split almost evenly between the original rating of 3 (33%) on the lower side and 4 (34%) on the upper side of the scale. About one of every three residents gave the lower score and just about the same number gave the higher score. The County rated second in ethics.

Chart 29d shows the City's ethics scores. The City received the highest ethics scores of the four government levels. About seven out of every ten residents (73%) rated City officials on the upper side of the scale (4 through 6). About three out of every ten rated City ethics on the lower side of the scale (1 through 3). Considering just the highest and lowest rating points, about one out of every eleven residents (9%) rated City ethics as "excellent" (6); one resident out of every 20 (5%) rated City ethics as "poor" (1). The rest of the residents are in between, with the majority (about six out of every 10, or 64%) splitting themselves between the original ratings of 4 (32%) and 5 (32%).

1. Comparisons with Other Ethics Surveys

Resident's opinions of, confidence in, and perceptions about public services, government trust, and the ethics of national and local government officials are regularly charted by the nation's research centers, universities, media, etc. .

With the exception of about a year after September 11, 2001, the public's judgments about government services, leadership ethics, and public trust have been declining. This report has already discussed the downward spiral for public trust at the Federal and State level.

The same appears to be true for assessments of the ethics of government officials. Some indicators of the problem:

Table 11	
Nurses	82
Druggists	67
Medical doctors	65
High school teachers	64
Police	61
Clergy	
Funeral directors	44
Bankers	41
Accountants	39
Journalists	28
Real estate agents	20

Building contractors	20
lawyers	18
Labor Union leaders	16
Business executives	16
Stockbrokers	16
Senators	15
Congressmen	14
Advertising practitioners	11
Car salesman	8
Telemarketers	7

1. GALLUP POLL: In November, 2005, the Gallup Poll asked, **"Please tell me how you would rate the honesty and ethical standards of people in these different fields—very high, high, average, low, or very low?"** Table 11 lists the percent saying "very high" for "high" for various professions.

Senators and Congress members were just a few percentage points above telemarketers and car salesmen. Their ethics are considered worse than the ethics of real estate agents, building contractors, lawyers, and labor union leaders.

2. In a USA-Today/Gallup Poll taken April 28-30, 2006, this question was asked:

Thinking now about the issue of corruption in government: Do you think corruption in Congress is a very serious problem, somewhat serious, not too serious, or not a serious problem at all?

Combining the "very serious" (41%) and "somewhat serious" categories (43%), 84% said corruption was a problem. Additionally, 59% had no confidence or not much confidence that Congress would be able to ensure high ethical standards for its members.

3. The Pew Center asked in mid-April, 2006 **"Do you think bribery and corruption in Congress is more common now than it used to be, or no different from the past?"** Just about half (47%) said it was more common now, while 49% said it was no different.

4. Diageo/Hotline Poll, conducted by Financial Dynamics, Jan. 12-15, 2006, asked 806 registered voters nationwide **"Generally speaking, please tell me how**

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

**many of each of the following kinds of public officials you think are corrupt?
Would you say almost all of them, many, only a few, or none? . . ."**

Their results were as follows:

"Local elected officials, such as mayor or city council": 25% said "almost all" (9%) or "many" (16%)

"State elected officials, such as governor or attorney general" 27% said "almost all" (9%) or "many" (18%)

"Appointed government officials, such as cabinet members or members of federal agencies" 34% said "almost all" (8%) or "many" (26%)

"Federal elected officials, such as members of Congress or senators," 46% said "almost all" (11%) and "many" (35%)

2. National Leadership Index

One of the most useful comparisons is provided by the new "National Leadership Index 2005," developed by *U.S. News*, the Yankelovich Organization, and the Kennedy School at Harvard. The purpose of the survey was "to find out about the state of leadership in the country today, participants' views on what is important in good leadership, and their confidence in various leaders."²⁵

The partners' intention was to create a practical "National Confidence Index." They describe this as "both a global measure of confidence, and a measure of confidence in four specific leadership qualities (competence, professional character, personal character, and charisma). The Index is based on the following six questions (which can be applied to leadership at different government levels or different sectors):

How much confidence do you have in (sector of leadership)? (a great deal, a moderate amount, not much, none at all)

How much confidence do you have in the knowledge, skills, and abilities of (sector of leadership)?

How much confidence do you have in the honesty, integrity, and ethics in the professional lives of (sector of leadership)?

How much confidence do you have in the honesty, integrity, and ethics in the personal lives of (sector of leadership)?

How much confidence do you have in the ability to inspire followers' loyalty and enthusiasm of (sector of leadership)?

They also assess the relative importance that participants ascribe to each of the four specific leadership qualities with the following question:

²⁵ Pittinsky, T.L., Rosenthal, S.A., Welle, B., & Montoya, R.M. (2005). *National Leadership Index 2005: A National Study of Confidence in Leadership*. Center for Public Leadership, John F. Kennedy School of Government, Harvard University, Cambridge, Massachusetts.

Various factors contribute to our having confidence in leaders. Of the following four factors, which one is the most important to you in having confidence in leaders?

Leaders' knowledge, skills, and abilities

Leaders' honesty, integrity, and ethics in their professional life

Leaders' honesty, integrity, and ethics in their personal life

Leaders' ability to inspire followers' loyalty and enthusiasm.

After answering, participants are asked to choose the second most important quality from among the remaining three.

They found large numbers of people agreeing that most leaders:

are out of touch with the average person (73% agree)

have been corrupted by being in power (64% agree)

are mostly out to enrich themselves monetarily (62%)

have high ethical standards (39%)

cannot be trusted (58%)

are mostly trying to do their best (61%)

are the best we can do (28%)

are the best and the brightest (27%).

Additionally, 55% believe we have worse leaders today than twenty years ago. Fifty-four percent are not proud of most leaders in the Country today. The poll was conducted nationally on September 13 –23, 2005, with a total of 1,374 interviews

Three of their questions are relevant for the Santa Clara study. They asked people to apply the following question to local government, State government, and Congress, among others.

1. How much confidence do you have in (sector of leadership)? (Response choices were: a great deal, a moderate amount, not much, none at all)
2. How much confidence do you have in the honesty, integrity, and ethics in the professional lives of (sector of leadership)?
3. How much confidence do you have in the honesty, integrity, and ethics in the personal lives of (sector of leadership)?

Table 12 (next page) compares Santa Clara's responses on trust and ethics with the three questions at the top of this page asked on the National Leadership Index. The general confidence question is compared with the Santa Clara trust score (comparing column 2 with column 4). The two NLI ethics index scores are compared with the Santa Clara ethics question (comparing Col. 6 & 8 with 10.) .

The NLI gave participants four choices for their answer, while Santa Clara had six choices. This makes the average scores shown in all the non-bolded columns

difficult to compare. So a new number was calculated based on 100 overall points. (The formula to go from the 4 point scale to 100 was $x = [(original\ score) \times 100]/4$. To go to the 6-point scale, substitute a 6 for the 4 in the previous formula. These are the numbers in bold type.)

Table 12 Trust and Ethics Comparison with NLI										
	Q1 Confidence		Q1 SC Trust		Q2 Pers Ethics		Q3 Prof Ethics		Q2-3 SC Ethics	
Column	1	2	3	4	5	6	7	8	9	10
Local	2.76	69	4.2	70	2.77	69	2.81	70	4.1	68
State	2.71	69	2.9	48.	2.75	69	2.73	68	2.7	45
Federal	2.66	67	2.5	42	2.64	66	2.65	66	2.2	37

For confidence and for trust, NLI and Santa Clara participants both rated local best, followed by State, followed by the Federal government. The NLI and the Santa Clara study have almost identical results at the local level (all ranging between 68 and 70 on the 100 point scale.) The clear difference is at the other two levels, where Santa Clara participants gave significantly lower scores to the Federal and State governments.

Similar to the Santa Clara study, NLI participants²⁶ said,

“What Americans want most from their leaders is honesty and integrity. Ninety-five percent say honesty and integrity is extremely important (53%) or very important (41%) in being a good leader –tops in a list of eleven leadership traits.”

The NLI also had some findings from questions the Resident Feedback Survey did not include. Some of the questions should be considered for inclusion the next time Santa Clara conducts a survey:

Honesty and integrity are in fact rated substantially higher than having the knowledge, skills, and abilities to be a leader.

Americans are looking for honesty and integrity both in leaders’ professional and personal lives, but more often the former.

²⁶ These bullet points are direct quotes from the PowerPoint presentation for the National Leadership Index 2005, p. 10.

Asked which of four factors are most important in having confidence in leaders, 44% name honesty, integrity, and ethics in leaders' professional life; 26% cite honesty, integrity and ethics in leaders' personal life. Americans also place a high premium on leaders' ability to communicate. Ninety-three percent regard ability to communicate as being extremely (47%) or very (45%) important in being a good leader –second only to honesty and integrity.

Other traits most often looked for in leaders are taking charge, cooperating with others, intelligence, open mindedness, vision, and decisiveness.

This Index has great potential for the future as a very useful comparative measure, perhaps one to benchmark against. The components of the Index are consistent with the best research about public trust and confidence. It would be relatively easy to add its questions to the next Resident Feedback Survey to begin charting the comparison.

3. What Shapes Ethics Perceptions?

Humans survive in large part because of their ability to perceive the world around them and act quickly on those perceptions. Perception is a virtually instinctive process for selecting, organizing, and interpreting information that comes at us, especially in real-time face-to-face situations. Perception helps humans to make sense of their experiences and provides the “mental maps” people use to navigate their way through life.

When people make judgments about someone else's ethics, they rely on their *perceptions* of someone else's moral intentions, actions, words, and impact. The sense that someone makes out of their experiences—that is, their perception of the experience—might have some connection to the actual experience, but it may not. The perception is shaped by one's culture, past experiences, communication abilities, values, physical and psychological strengths and weaknesses, and many other factors.

Yet, a key goal of the City is to foster public trust, and, as this report has found, higher ratings of ethics are associated with higher levels of public trust. As a result, it is important to understand as much as possible about what shapes the perception of someone else's ethics and how that perception can itself be strengthened.

To begin, the results show that residents' perceptions of the ethics of one government level are associated with their perceptions of ethics at all the other levels. So, someone with a positive (or negative) perception about City officials is likely to also have a positive (or negative) perception of ethics at the County level, with the strength of that relationship getting weaker as the level moves

Table 13
Correlations among Government Levels for Ethics and Trust

		Federal Trust	State Trust	County Trust	City Trust	Federal Ethics	State Ethics	County Ethics
State Trust	Pearson Correlation	.719**						
	Sig. (2-tailed)	.000						
	N	316						
County Trust	Pearson Correlation	.449**	.663**					
	Sig. (2-tailed)	.000	.000					
	N	310	308					
City Trust	Pearson Correlation	.217**	.401**	.675**				
	Sig. (2-tailed)	.000	.000	.000				
	N	315	314	310				
Federal Ethics	Pearson Correlation	.824**	.604**	.325**	.180**			
	Sig. (2-tailed)	.000	.000	.000	.001			
	N	312	310	306	310			
State Ethics	Pearson Correlation	.623**	.774**	.503**	.257**	.706**		
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	313	312	306	312	313		
County Ethics	Pearson Correlation	.332**	.534**	.759**	.555**	.367**	.580**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	298	296	297	299	298	299	
City Ethics	Pearson Correlation	.135*	.302**	.537**	.798**	.174**	.309**	.660**
	Sig. (2-tailed)	.018	.000	.000	.000	.002	.000	.000
	N	306	305	301	308	306	308	298

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

from the City to County to State to Federal. Table 13 shows the Pearson Correlations for the four levels of government for ethics and for trust.

When it comes to ethics perceptions, it appears that perceptions at one level have an impact on perceptions at another level, especially in the absence of personal experience with that level. This may mean that a time when perceptions of the ethics at the Federal or State level are highly negative, the City and County could expect that residents will lose some confidence in the ethics of officials at these levels also. In the absence of anything to change that perception, residents may assume “all politicians” are “this good” (or “this bad.”)

This interpretation is supported by three other findings:

The perception of whether the City is having a positive or negative impact on resident’s everyday life is associated with higher or lower City ethics scores . Residents with a positive perception of the impact of the City have average ethics scores of 4.4 (SD=.97, n=219) while residents with negative perceptions assign ethics scores of 1.4 (SD=1.4, n=19).²⁷

²⁷ Independent samples T test, with Levene’s test for homogeneity of variance (F=3.62, ns), equal variances assumed, t=-9.33, df=231, p</.001.

Judgments about the City's direction are associated with ethics scores. Residents who believe the City is moving in the right direction assign average ethics scores of 4.24 (SD=1.1, n=282) compared with scores of 2.58 (SD=1.5, n=19) from "the wrong direction" group²⁸.

Not surprisingly, a relationship also exists between perceptions of leaders' ethics and how proud a person is to tell others that he or she lives in Santa Clara. Those who are proud of Santa Clara gave average ethics scores of 4.2 (SD=1.1, n=282) while those who are not proud assign average scores of 3.1 (SD=1.3, n=26)²⁹.

Admittedly, the percentages of people in the negative on the last three questions (negative City impact, City going in the wrong direction, and those not proud of the City) are small, ranging from 6% to about 9% of participants. So the average scores are not as robust as with a larger percentage. Nevertheless, a pattern begins to emerge here: positive or negative perceptions about the City are clearly associated with positive or negative perceptions of the ethics of City leaders.

4. Ethics and City Services

Table 14 looks at the relationship between the scores residents give on the ethics measure and residents' ratings of City services.

Table 14 Relationships between Quality of Life, City Services, and Ethics											
	1 Overall	2 Fire	3 Waste	4 Library	5 Code	6 Utilities	7 Parks	8 Permits	9 Police	10 Rec	11 Streets
City ethics	.43	.29	.23	.28	.44	.28	.28	.37	.41	.30	.34

As was discussed earlier in the report, just as all City services are in a statistically strong relationship with City trust, so also are they associated with City ethics. (All relationships in Table 14 are statistically significant at the .001 level.) This means that higher ratings on City services (Cols. 2-11) are associated with higher ratings on the ethics measure. One interpretation of this is that residents are, in general, quite pleased with their City services, the impact the City is having on their lives, and the direction the City is moving in.

The reasoning might proceed like this: "If all these indicators are positive, then City officials must be doing their jobs correctly, and that must mean that they respect citizens, are fulfilling the duties for which we elected (or hired) them,

²⁸ Independent samples T test, with Levene's test for homogeneity of variance (F=3.62, p=.024), equal variances not assumed, t=-4.737, df=19.33, p</.001. 1.502

²⁹ Independent samples T test, with Levene's test for homogeneity of variance (F=1.502, ns), equal variances assumed, t=-4.78, df=306, p</.001.

and are acting as they ought (in other words, acting ethically). If any City service was causing a problem for residents or was not performing up to par, eventually “the buck” would stop with elected officials. Residents would assume there was a problem with the way this person was doing his/her job and that would be reflected in the ethics rating, just as it is with residents’ ratings of Federal and State ethics.

Not surprisingly, there is one other statistically significant relationship in Table 14: the correlation between the overall quality of life measure (“Overall, Santa Clara as a place to live”) and City ethics. High ratings in City ethics is associated with high ratings on the overall quality of life indicator. This also means that if there were a problem with City officials’ ethics there would most likely be a problem with perceptions of overall quality of life in the City. Similarly, if there were a problem with perceptions of the overall quality of life in the City, people would be assigning lower scores to the ethics measure.

5. Ethics, City Services, and Quality Of Life

Table 15 explores the relationships among ethics, overall satisfaction with City services, and judgments about quality of life in the City. All relationships in this Table are statistically significant at the $p < .001$ level. The numbers are Pearson Correlation Coefficients.

Table 15 Relationship between City Ethics and Quality of Life Measures							
	1 Safety	2 Retirement	3 Family	4 Leisure	5 Work	6 Overall	7 Service Avg
A. City Ethics	.31	.34	.47	.39	.32	.43	.47
B. Service Avg	.55	.50	.58	.52	.50	.65	

Cell A7 shows the strong linear relationship between City ethics and overall satisfaction with City services (“service average”). Higher scores on ethics are associated with greater satisfaction with City services and, equally true, greater satisfaction with City services is associated with higher scores on the ethics measure.

Row A also shows that higher ethics ratings are associated with greater satisfaction with each of the quality of life indicators, and the overall quality of life indicator itself.

The strongest of these strong relationships is between ethics and the perception that the City is a good place to raise a family.

The relationships in descending order are: “Santa Clara as a place to:

Raise a family ($r = .47$)

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
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- Spend leisure time (r=.39)
- Live after retirement (r=.34)
- Work and do business (r=.32)
- Feel safe and secure (r=.31)

Ethics is also strongly related to the overall quality of life measure (r=.43)
Again, the stronger the perception of ethical behavior by City officials the more the resident believes Santa Clara is a good place to live.

Row B shows that greater satisfaction with City services is also associated with higher quality of life scores for all the individual measures, as well as for the overall measure.

All these findings can be summarized in this manner: **High satisfaction with City services and good ethics on the part of City officials is associated with residents saying the City of Santa Clara is one very high quality place to live.**

In other words, the more the resident believes that City officials are acting ethically, the more satisfied the resident is with Santa Clara services and the more likely the resident is to say that Santa Clara is a safe place and a very good place to raise a family, work, relax, and retire.

6. Factors Not Associated with Ethics Ratings

The researchers conducted a series of statistical tests to see if residents’ ratings of City ethics were related to certain resident background, characteristics, or experiences. The tests either tested for true differences between the average scores groups might give (for instance, the ethics ratings women gave compared to ratings men gave) or looked for linear relationships (such as the relationship between ethics and public trust).

These analyses show that the ratings of the ethical behavior of City officials do not appear to be associated with:

- whether a resident has been involved with the City or not
- whether residents have had contact with the City Council either in person or watching on Cable Channel 15
- whether residents have had contact with the staff or with City Hall
- home ownership vs. rental status
- expecting to live in the City in five years or not
- the person’s gender
- whether they are a Republican or a Democrat
- whether they have a record of voting or not
- whether they were aware of the City’s ethics efforts in general or not
- whether they were aware of specific Ethics Program components (like the *Vote Ethics* program, the *Code of Ethics and Values*, the Campaign Finance

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

TABLE 16

Ordinance, ethics workshops, or study sessions.)

On only one program awareness measure do we see a statistically true difference: Those with “some awareness” (those marking “somewhat aware” or “very aware”) that the City had received State and national recognition for its Ethics and Values Program gave higher ethics scores than those with “little awareness” (“not very aware” or “not at all aware”). In that instance, those who were aware of the recognition gave average ethics scores of 4.54 (SD=1.1, n=41), while the average ethics score for those with little awareness was 4.96 (SD=1.2, n=262). This was a statistically significant difference,³⁰ with p=.019.

7. Section Conclusion

A recurring problem throughout this section has been the classic dilemma of “chicken” or “egg”:

Does a positive perception of the City (whether that is great satisfaction with City services or confidence in the quality of life the City provides) lead to positive perceptions of leadership ethics?

Or does a positive perception of leadership ethics lead to a positive perception of the City?

On reflection, perhaps the order does not matter all that much. Is it likely that a resident who has not been involved in the City beyond voting will have an overall positive perception of the City and at the same time a negative perception of leadership ethics? Or is it likely that a different resident would have a positive perception of leadership ethics and at the same time an overall negative perception of the City?

The survey’s findings are that both are important and related, and both are important for public trust. The survey indicates that, for residents, public trust grows as a function of:

deep satisfaction with City services,
a high quality of life, and
the strong belief that City officials act ethically.

Put another way: the survey supports the conclusion that a City will **not** experience strong public trust unless residents have:

positive perceptions of the quality of life in the City,
positive perceptions of City staff and City services, and

³⁰Independent samples T test, with Levene’s test for homogeneity of variance (F=.002, ns), equal variances assumed, t=-4.737, df=301, p=.019.

positive perceptions of leadership ethics.

This set of findings also suggests that any decision that a public official makes in private or in public that has the potential to harm his or her own ethical reputation is also a decision with the potential to harm the public's perception of the City, conclusions they draw about the ethics of public officials, and public trust at large. If that were not heady enough to ponder, that ethically inappropriate decision also appears to weaken public trust of the Federal, State, and County governments.

L. RESIDENTS' RATINGS OF CORE VALUES

When residents evaluate City officials' ethical behavior and find it anywhere between "poor" and "excellent," they have some behaviors in mind that they use, even instinctively, as benchmarks against which to judge. Section 2 of the Survey was titled, "Input about Ethical Leadership." It contained two questions which took a number of minutes to answer and which required thought. These questions asked residents to identify the most important leadership values and behaviors for fostering public trust.

Question 19 asked residents to evaluate how important each of 25 leadership behaviors was if that resident were to have trust and confidence in the City and its officials. The question was:

The City of Santa Clara revised its *Code of Ethics and Values* in 2000. As it reviews this Code, the City needs your feedback. Below is a list of leadership behaviors (in random order) that Santa Clara and other cities have identified as important to the public's trust of their local government. These are ideals, which describe elected and appointed City leaders and City staff when they act at their best. In order for you to have trust and confidence in the City's government and services, how important, if at all, is each of these leadership behaviors?

Residents were asked to rate each value on a scale where 1 = "Not important at all," 6 = "Extremely important," with 2 through 5 in between.

Once residents had finished evaluating each behavioral standard individually, Question 20 was:

"Now, take a quick look at the list of 25 standards from Question 19. If you could only choose five behaviors for City leaders, which five do you believe are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence in the City's government and services?"

Residents were instructed to enter the letter of one behavior on each of the five lines provided.

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

Table 16 presents the results of Question 19. Every one of the 25 values received a score of 5 or higher out of 6. Averages range from 5.71 for “honesty” to 5.04 for

“communicating the City’s care.” Every behavior received multiple 6 ratings; every behavior received at least one 1. Residents have diverse opinions about these values, but on average every value on the list is considered important for public trust in Santa Clara.

To make the differences easier to see, the values in Table 16 have been transposed to a 100 point scale from the original 6-point scale. Original values were changed for this table to 1=0, 2=20, 3=40, 4=60, 5=80, and 6=100. These new numbers were averaged to determine the order of the values as listed in Table 16.

Original scores on the 6-point scale are listed in Table 18 (page 106).

It is important to note that residents were not given the list of value words used in Table 16. Rather, residents evaluated the specific behaviors listed in Table 18. These behaviors are what the abstract concepts of “honesty,” “integrity,” “accountability,” etc., might look like in words and actions that a resident might see and hear from an official. The value words in Table 16 are used here as a shorthand. Readers are encouraged to refer to Table 18 for the original description residents evaluated.

Table 17 (next page) shows the top ten values from each of the questions, along with the bottom five values from each question. The first number following the values in Table 15 (e.g., 80/) is the percent of residents who

Table 16			
Average Ratings for Leadership Behaviors			
	AVG	SD	N
Honesty	94.1	14.0	313
Integrity	92.9	15.3	312
Accountability	92.7	14.2	311
Fiscal Prudence	92.4	14.1	315
Responsibility	92.3	15.5	313
Impartiality	91.7	15.4	311
Dependability	91.4	15.6	315
Respect	91.1	14.9	305
Advancing only the public’s interest	90.8	17.6	314
Fairness	89.7	17.7	310
Service-orientation	89.5	16.0	311
Role-modeling best conduct	89.5	15.6	313
Responsiveness	89.0	15.3	313
Environmental conservation	87.3	18.9	314
Competence	85.3	18.2	313
Collaboration and cooperation	85.1	19.1	310
Compassion	85.0	17.8	309
Communication	84.4	18.5	312
Proactive and innovative approaches	84.3	19.9	313
Open-mindedness	84.2	19.4	315
Organization	83.2	18.0	315
Empathy	82.9	19.6	309
Procedural	82.4	20.9	311
Values Diversity	82.0	23.0	313
Caring	80.7	22.0	311

rated that value a 6 (for extremely important) in Question 19. The number

Table 17 Two Measures of High/Low Values			
	Question 19 Important for Trust		Question 20 Top 5 Values
1	Honesty	80/94	Honesty
2	Integrity	76/93	Dependability
3	Accountability	73/94	Fiscal Prudence
4	Fiscal Prudence	70/96	Integrity
5	Responsibility	73/93	Responsibility
6	Impartiality	70/92	Impartiality
7	Dependability	70/92	Accountability
8	Respect	67/92	Conservation
9	Advancing Public's Interest	70/90	Advancing Public's Interest
10	Fairness	67/88	Fairness
21	Organization	42/81	Compassion
22	Empathy	46/76	Organization
23	Following established processes	46/78	Responsiveness
24	Valuing Diversity	49/77	Following established processes
25	Communicating City's Care	43/73	Communicating City's Care

following the slash (e.g., /94) is the combined percent of residents who marked a 5 and a 6.

Table 17 shows that 80% of residents said “honesty” was extremely important for trust and gave it a “6.” Ninety-four percent of residents gave “honesty” either a 5 or a “6,” the two top ratings.

Not very much separates the top of the list from the bottom of the list, but Table

17 does show the variation that does exist. On the first measure, the difference between top and bottom lies mostly in the fewer number of people marking a 6, and more people rating the value at a 4. Note the similarities between the two top lists. All 10 values from Question 19 also appear in slightly different order in the top 10 from Question 20.

The two bottom lists also have similarities and some differences. Three of the bottom five values are on both lists (organization, following processes, and communicating the City's care); the behaviors of a fourth value (compassion/empathy) are very similar. This leaves the distinct difference between including diversity or not, and including responsiveness or not.

Each measure required a different, but related, thought process:

Question 19: “In order for me to trust the City, how important is this one leadership behavior, without consideration or competition from the other values?”

Question 20: “OK, the values are in competition. Which are the five most important behaviors for City leaders in order to deepen the public's trust?”

Question 19 also focused on the behaviors “for me to trust,” while Question 20 shifted the emphasis to “the public's” trust. It is possible that individuals have certain preconditions for their own trust, but believe “the public” in general requires something different.

These two questions' results are also tallied differently:

Question 19: Rank order of values determined by the averages of individual scores each resident assigned to the value.

Question 20: Rank order of values determined by multiple response procedure. Any of the 25 values could wind up on any of the five blank response lines for the question. The procedure counts instances of the individual for each value. It also tallies the percent of residents who listed a specific value anywhere in their list of five. The more residents that list the value the higher in the rank ordering the value will be.

Table 18 presents the rank order results of Measure 2 starting with the value description listed most frequently in people's "top five" and ending with the description residents listed least frequently. The first number at the end of each description is the total number of times the value appeared in any of the five spots; this is followed by the percent of residents listing that value. The final number is the original 6-point scale average for that value from Question 19.

Readers are encouraged to think about the top ten behaviors in Table 18 as the "at our best" behavior—ethical behavior—residents require before they give their trust.

TABLE 18 BEHAVIORAL DESCRIPTIONS OF VALUES				
VALUE NAME	BEHAVIORAL DESCRIPTION	# LISTS	% SAMPLE	Orig. AVG
Honesty	Are honest and tell the truth to citizens, colleagues, and staff	127	43%	5.71
Dependability	Am dependable and do what I say I will do	126	43	5.57
Fiscal Prudence	Make prudent financial decisions, taking into account both short-term needs and long-term financial stability	118	40	5.62
Integrity	Act with integrity and seek to do the right thing for the City in public and in private	114	39	5.64
Responsibility	Take responsibility for their actions, even when it is uncomfortable or unpopular to do so	109	37	5.61
Impartiality	Make impartial decisions, free of any interests that might compromise or appear to compromise their independence of judgment	108	36.	5.59
Accountability	Are accountable, willing to explain actions and to accept fair consequences when they make mistakes	107	36	5.63

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Environmental conservation	Are concerned about the environment and the conservation of the City's natural resources	70	24	5.36
Advancing only the public's interest	Do not use information they acquire in their public capacity for personal advantage	64	22	5.54
Fairness	Are fair and treat everyone the same	52	18	5.48
Respect	Are respectful, treating people with dignity	49	17	5.55
Role-modeling best conduct	Display ethical leadership, are role models for the best conduct in public service	46	16	5.47
Service-orientation	Are service-oriented and work hard on behalf of citizens and the City	44	15	5.48
Valuing diversity	Value diversity and seek diverse perspectives and viewpoints before making important decisions	38	13	5.10
Proactive and innovative	Have vision, and take a proactive and innovative approach to setting goals and conducting the City's business	37	13	5.21
Competence	Are competent, and keep their professional skills current and growing	35	12	5.27
Collaboration and cooperation	Are collaborative, cooperating with others to achieve more than they could alone	34	12	5.25
Empathy	Are empathetic, able to walk around in someone else's shoes for a while and to see the world through their eyes	34	12	5.15
Open-mindedness	Are open-minded and ready to explore new ideas	30	10	5.21
Careful listening & effective communication	Engage in effective two-way communication, listening carefully and responding in ways that advance the City's goals and values	28	10	5.22
Compassion	Are compassionate, willing to take action to stand with people in their need	24	8	5.25
Organization	Are organized, pay attention to details, and keep deadlines	22	7	5.16

Responsiveness	Are responsive, do their homework, and follow up on expressed needs	20	7	5.45
Follow established processes	Follow established City processes and procedures	19	6	5.12
Communicates care	Communicate the City's care for and commitment to its citizens.	10	3.4	5.04

With the exception of environmental conservation, which is not mentioned in current Code, residents' ratings of important values is consistent with the values of the current Code.

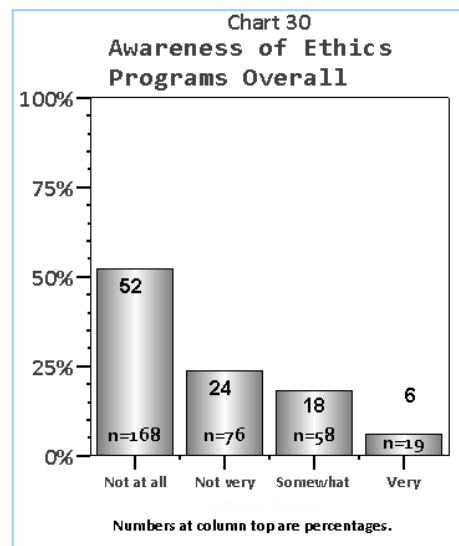
M. ETHICS PROGRAM AWARENESS

Residents were asked a series of questions to gauge their awareness of Ethics and Values Program and its various projects. Question 17 was a general awareness question:

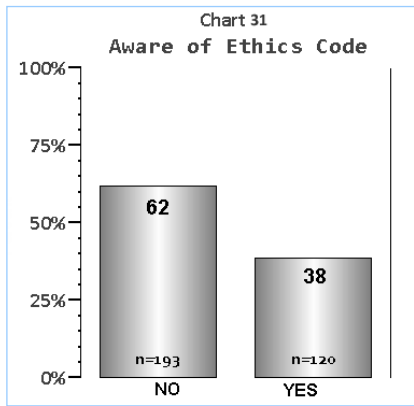
“How aware, if at all, would you say you have been over the last five years that the City of Santa Clara was implementing a program in ethics and values for City leadership?”

Response choices were “Not at all aware,” “Not very aware,” “Somewhat aware,” and “Very aware.”

Chart 30 presents the results of the question about general awareness of the program. Combining the “not at all aware” (52%) and the “not very” aware (24%) categories, about three of every four residents (76%) were not at all aware or not very aware that the City had been implementing an ethics program over the past five years. Combining the top two categories, about one in four (24%) were “somewhat aware” (18%) or “very aware” (6%) of the implementation efforts.

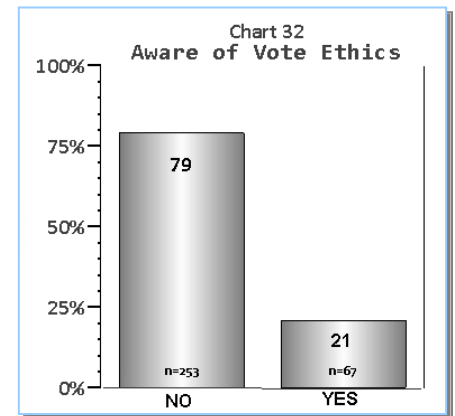


The next questions were designed to be “aided recall” questions and asked about specific programs. People often are aware of programs, but may call them by a different name, not know that they are part of a larger program, and so on.

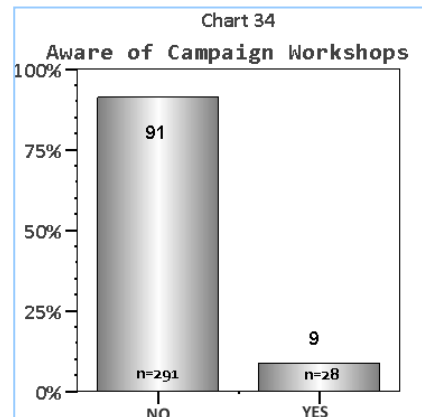
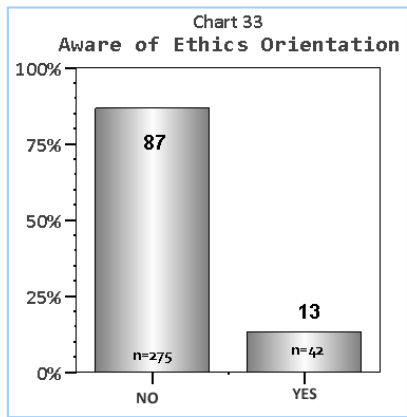


In Chart 30, just 24% said they were aware that the City had been working on ethics. In Chart 31, about two out of five (38%) are aware that the City has a *Code of Ethics and Values*. This may be a case where residents have heard of the Ethics Code but do not know how it connects to the Ethics Program.

Chart 32 shows about one out of five residents was aware of *Vote Ethics*, conducted for the first time from June to November, 2004. Compared to the Ethics Code, *Vote Ethics* appears to have done well. After one year, it has half the awareness it took the Code of Ethics six years to



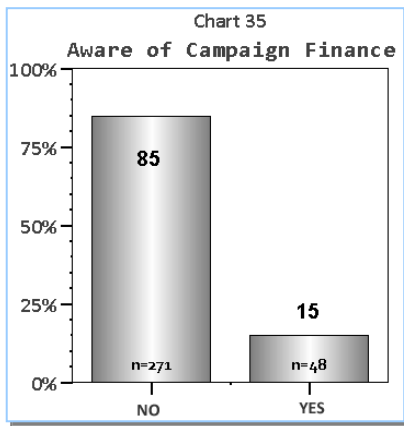
acquire.



As these charts show, other older programs have less awareness than the new *Vote Ethics* program. Santa Clara has conducted two ethics orientation sessions during the past five years for new Commissioners

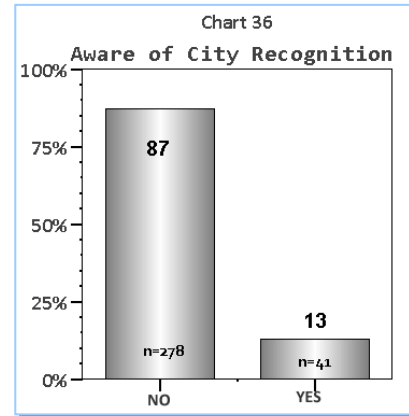
and Board members. Chart 33 shows that more than one in ten was aware of these work- shops, while slightly less than nine in ten was not.

The City has conducted ethics workshops for candidates and their supporters over three election cycles (2000, 2002, and 2004). In 2002, the City’s Program in Campaign Ethics won the Helen Putnam Award for excellence from the League of California Cities. Chart 34 shows that fewer than one in 10 residents was aware of this program.



In 2000, Santa Clara established the Campaign Finance Ordinance, setting a voluntary limit of about \$28,000 on campaign expenses. Chart 35 shows that only one resident out of seven was aware of this program.

Chart 36 shows awareness of the State and National recognition and awards the Ethics and



Values Program has received. Again the pattern is the same. Just about one of eight residents was aware of the professional community's recognition of the City for its ethics programs.

In conclusion, about one in four say they are somewhat aware of the Ethics Program over the last five years. Exploring specific programs shows that awareness ranges from 9% for campaign ethics workshops to almost 40% for the *Code of Ethics and Values*.

As noted earlier, the 2006 City calendar, with its focus on ethics, had just been distributed when the survey was conducted. The researchers do not believe the calendar is reflected in these results. Another survey at the end of the 2006 election cycle could assess the impact of the calendar on awareness of the ethics program.

1. Impact of Awareness on City Ethics Ratings

Does it make any difference if someone is aware of the Ethics Program in general or aware of specific components of the program.

The researchers first asked, "Does knowing that the City is taking ethics

TABLE 19 IMPACT OF AWARENESS ON ETHICS SCORES		
	LITTLE AWARENESS	SOME AWARENESS
VOTE ETHICS	4.08 (SD=1.2, n=238)	4.27 (SD=1.1, n=66)
ETHICS CODE	4.05 (SD=1.2, n=181)	4.20 (SD=1.1, n=116)
CAMPAIGN FINANCE	4.11 (SD=1.2, n=256)	4.21 (SD=1.1, n=48)
COMMISSIONER ORIENTATION	4.10 (SD=1.2, n=261)	4.22 (SD=1.0, n=40)
COUNCIL STUDY SESSIONS	4.09 (SD=1.2, n=256)	4.30 (SD=1.1, n=44)
CAMPAIGN WORK	4.12 (SD=1.2, n=275)	4.07 (SD=1.0, n=28)

seriously have an impact on resident ratings of the ethical behavior of City officials?"

Table 19 shows the ratings of the ethical behavior of City government officials by those with "little awareness" (1 - 2) or "some awareness" (3

- 4). While it appears that the people who are aware of these programs tend to give higher ethics scores (for instance, in *Vote Ethics*, 4.27 vs. 4.08), none of these differences passes the statistical testing used throughout the report.

In other words, the results in Table 19 could have happened by chance. Right now, whether someone is aware of these programs or not, it does not alter their judgment of ethics behavior.

The report has previously discussed the one area where there is a statistically strong relationship, i.e., recognition. Those who are aware of Ethics Program recognition give higher ethics score on average than those who were not aware of the recognition.

2. Impact of Awareness on Public Trust Measures

aware of the program or that component. The only component that was not shown to make any difference in these tests was awareness of the campaign

Table 20 Aware Residents Rate City Higher				
AWARENESS	City Impact	Overall Quality	City Ethics	Public Trust
General awareness	YES			
Code of Ethics	YES	YES		
Vote Ethics	YES			
Recognition	YES	YES	YES	YES
Study Sessions	YES			
Orientation	YES			
Campaign Finance		YES		

workshops and that is most probably the result of very small numbers of aware people.

Specifically, the results showed:

People who are aware of the *Code of Ethics and Values* give statistically higher ratings to “Overall, Santa Clara as a place to live” than residents who are not aware of the *Code*.

People aware of the Ethics Program thought the City had more impact on them than people who were not so aware.

Those aware of the *Code of Ethics and Values* and those aware of the campaign finance ordinance gave high quality of life scores than those who were not aware.

Finally, what made the most difference was not just awareness of the ethics program but knowledge that someone else, outside the City, had thought highly of the program. This awareness of recognition led to higher scores on public trust, ethics, impact, and quality of life.

Table 21 lists the average scores given by people aware of the recognition and those not so aware.

3. Who Is Aware?

Table 21 shows the results of statistical tests exploring the relationship of general awareness of the Ethics Program and awareness of specific programs with various experiences, demographics, and other characteristics of residents.

The table shows that:

men and women are no more or less likely to be aware of the program;
gender makes no difference to awareness;

political party affiliation also does not mask a difference. Democrats and Republicans are not more or less aware based on the party affiliation;

involvement with the City, contact with the Council, and contact with the staff are all related to general awareness and to specific program awareness. So, if a person has been involved with the City, had contact with Council or staff, he or she will on average be more aware of all the program components and the program in general.

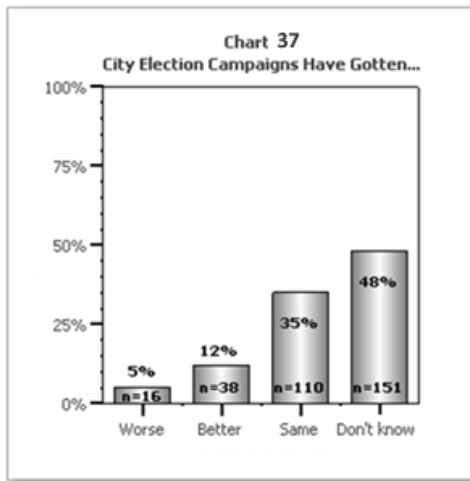
On some measures, awareness is associated with whether a person voted in 2004 or has a history of voting. These experiences are associated with higher levels of awareness of the programs listed, except for awareness of orientation and study sessions. Awareness of orientation and study sessions are not logically connected to voting the same way that *Vote Ethics* is, for example.

TABLE 21
DO PERSONAL CHARACTERISTICS INFLUENCE AWARENESS?

	Gender	Pol Party	Involve- ment	Voted 2004	Vote hist	Council contact	Staff Contact
General Awareness	N	N	Y	Y	Y	Y	Y
<i>Vote Ethics</i>	N	N	Y	Y	Y	Y	Y
Ethics Code	N	N	Y	Y	Y	Y	Y
Campaign Finance	N	N	Y	Y	Y	Y	Y
Commissioner Orientation	N	N	Y	N	N	Y	Y
Council Study Sessions	N	N	Y	N	N	Y	Y
Campaign work	N	N	Y	Y	N	Y	Y
Recognition	N	N	Y	Y	Y	Y	Y

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N. CAMPAIGN ETHICS



Section 3 of the survey was titled “Feedback about Elections and Candidates.” Almost eight out of ten participants say they usually vote in Santa Clara City elections. About the same percentage reports voting in the 2004 City election (77% voted; 23% did not).

Question 23 asked, “**Overall, in terms of ethics and values, election campaigns in the City of Santa Clara have...**” The response choices were: “gotten worse,” “gotten better,” “remained about the same,” or “don’t know.”

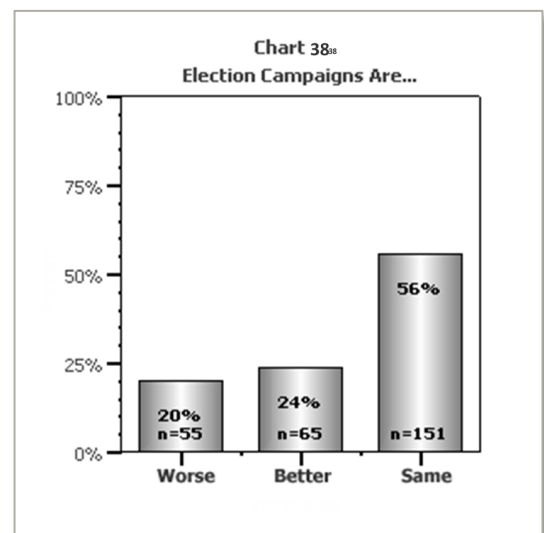
Chart 37 shows that almost half the residents responded, “Don’t know.” At first glance, this is somewhat surprising for a group of people 75% of whom say they vote most of the time. Taking a second look, however, this may be consistent with another result discussed in a later section of this report on “political efficacy.” Many residents, even those who vote, say they do not know very much about politics and public affairs in Santa Clara; some say that politics in the City is so complicated that “people like me can’t understand it.”

The question about whether campaigns have gotten better or worse is usually meant as an opinion question, not a knowledge question. As an opinion question, it simply seeks to tap into the voter’s overall feeling (“affective responses”) about campaigns. “Very impressive,” “they should be ashamed of themselves,” “candidates are better than ever,” “no one is going into politics any more”—these are all examples of the affect this question usually taps into.

However, approached as a knowledge question, it is perfectly logical for a person who finds politics complicated or doesn’t talk very much about it, or who finds the inner workings of Santa Clara City Hall puzzling, a “don’t know” response makes sense.

In any event, the knowledge gap that residents report, and its implications, deserve further study.

Chart 38 shows the results of removing the “don’t know” category. More than half

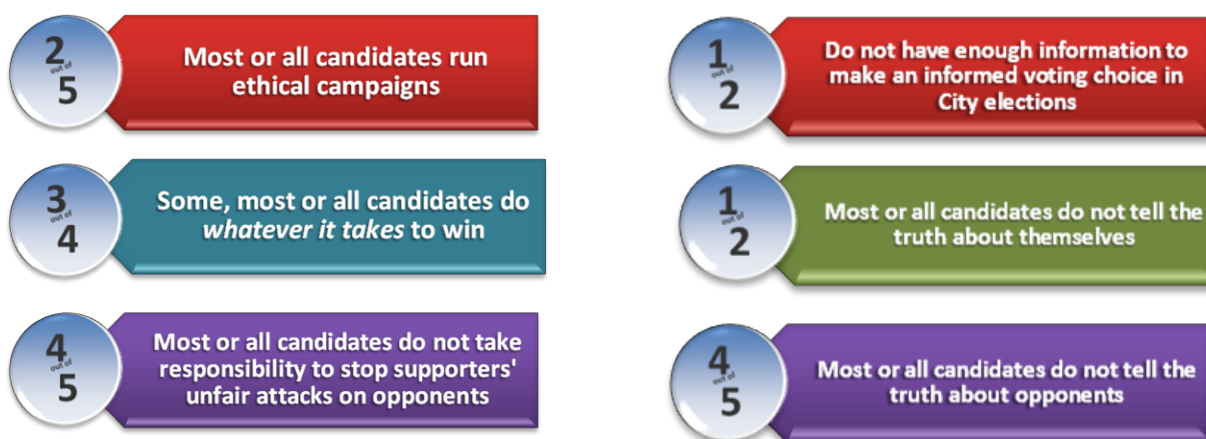


the participants say that election campaigns are the same, 20% (one in five) think campaigns are worse, and about one in four think they are better.

As might be expected, there is a relationship between these ratings and awareness of the ethics programs. An initial analysis shows larger percentages of those who were aware of the Ethics program rating campaigns as getting better (Chi Sq=11.28, $p < .05$).

1. Perceptions About Candidates

Question 24 asked: “We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara elections you have experienced, how many candidates for elected City



office do you think...”

Tell voters the truth about themselves?

Tell voters the truth about opponents?

Conduct what you consider to be an ethical campaign?

Do whatever it takes to win?

Believe they have a responsibility to try to stop their supporters from unfairly attacking an opponent?

Just two in five believe most or all candidates run ethical campaigns. More common is the belief of three of four residents that some, most, or candidates would do “whatever it takes” to win.

The most commonly held views, by four out of five residents, are that most or all candidates do not take responsibility to stop supporters’ unfair attacks on opponents and that most or all candidates do not tell the truth about opponents. One of two believes that most candidates don’t even tell the truth about themselves.

Given the prevailing belief of residents that candidates do not act in honest or fair ways during campaigns, it is not a surprise that one out of two believes they do not have enough information on which to make an informed voting choice in local elections in the City of Santa Clara.

These results send a strong message that the majority of Santa Clara residents (in some cases a very large majority) do not perceive most or all candidates practicing the values residents identified earlier in the survey as critical for public trust: honesty, integrity, responsibility, dependability, fairness, or advancing only the good of the community.

Given the strong correlation between ethics and trust demonstrated in this report, and the strong relationship between ethics, City services, and public trust, the above perceptions of candidates for office is a source of great concern.

Writing in the *Chicago Tribune* on October 28, 1994, nationally syndicated columnist Charles Krauthammer went straight to the heart of the concern:

Every two years the American politics industry fills the airwaves with the most virulent, scurrilous, wall-to-wall character assassination of nearly every political practitioner in the country — and then declares itself puzzled that America has lost trust in its politicians.

2. Residents' Attention

These findings have already noted the moderate levels of awareness residents have for many of the Ethics Programs. It has also noted the limited contact many residents have with the City Council or City Staff.

Research conducted on residents' attention in Milpitas, CA in 2004 (cited earlier) reveals that busy residents attend to civic matters in this order:

1. New or improved services
2. Cut backs and reductions to services
3. City elections
4. Candidates who keep their promises
5. Candidates who break their promises
6. Attend to Council decisions/actions
7. City politics outside elections

From the perspective of a "typical resident," this order of attention makes sense. Residents first focus on the area where the City has the greatest impact on a resident's everyday life: City services. If there is little time, then the resident

invests the little s/he has in learning about new or improved services, then to cut backs and reductions. Residents pay more attention during elections, and focus first on candidates who keep their promises and then on those who break their promises. Once the election is over, residents pay little attention to City Council actions or to politics in general, trusting that the work will be done well by the City.

Attention and awareness appear to be very powerful influences on public trust. Table 20 (page 111) reported on the impact of ethics program awareness on the components of public trust and public trust itself. If the survey has shown the importance of awareness, keep in mind that these measurements were taken outside an election cycle.

During an election, residents are paying greater attention and the potential for impact is greater. The impact, however, may be negative if what residents see and experience is the opposite of what *Vote Ethics* is telling candidates have promised. Instead of awareness having the powerful positive influence seen in Table 20, heightened awareness may lead to exactly the opposite result and damage public trust considerably during a campaign.

3. Endorsements and Public Trust

Question 25 explored whether endorsements also fostered or weakened trust:

“During a Santa Clara City election, do endorsements of candidates by various groups or individuals make you less likely to trust the candidate who receives the endorsement, more likely to trust the candidate, or does it have little or no impact on your trust of the candidate?” (“Unfamiliar with this endorser” was also a possible response.)

In designing this question, the researchers assumed that, over time, residents develop powerful perceptions—in effect drawing conclusions about organizations, City services, individuals, etc., based on personal experience, vicarious experience, things they’ve heard, how they’ve been treated, their own values, and anything else the individual chooses to make salient to the perception they are developing, in this case about an endorsing organization.

People appear able to maintain different perceptions about the same organizations, depending on the area of interest. For instance, one could have a perceptions about the quality of the services the organization provides, the “bang for the buck” the organization provides, the currency of its resources, or even a perception of whether it’s “worth the energy” to walk over there today—and still have a different perception of the organization when it is involved in politics.

“Trustworthiness” is the criterion of interest in this report. This report has already discussed problems residents have with the character of candidates. The next section will discuss acceptable and unacceptable behavior. Question 25 explored the contribution to trust, if any, that endorsements may make. What is the resident’s perception of trust connected with this organization? If the resident trusts the organization, that trust may carry over to the person endorsed, all things being equal. If the resident has a problem with that organization, that problem may also carry over.

Like many of political attitudes, once something has a positive or negative perception attached to it, it is difficult to change that perception. The results show that not all endorsing groups make a positive contribution when trust is the focus.

Table 22a lists all individuals, groups, and organizations who typically endorse in Santa Clara City elections. The columns to the right list the results of the original questions: NF = percent of residents who are “not familiar” with the endorser. TNEG = percent of residents who said the endorsement would make them “less likely to trust the candidate.” TPLUS = percent saying they were “more likely to trust the candidate” as a result of the endorsement. NI = percent saying the endorsement would have “little or no impact” on their trust of the candidate.

The first column (to the left of the endorsers) shows a new measure, the “Endorsement Trust Factor” (TF). Endorsing groups are ranked by The trust factor is calculated by subtracting TNEG from TPLUS. It starts with those who say the

Table 22a					
Endorsement Trust Factor					
TF	ENDORISING GROUP	NF	Tneg	Tplus	NI
26	Firefighters Union	8	13	39	40
24	Police Officers Association	6	14	38	42
23	San Jose Mercury News	6	18	41	35
18	City Council members (current)	10	12	30	48
17	Mayor (current or former)	7	13	30	50
16	Sierra Club	11	18	34	37
16	City Council members (former)	10	12	28	49
13	City Commissioners (current or former)	14	10	23	53
13	Democratic Party (local)	7	22	35	36
9	Santa Clara County League of Conservation Voters	23	14	23	40
9	County, State, Federal Officials	9	17	26	48
(5)	AFL-CIO Central Labor Council	18	25	20	37
(12)	Tri-County Apartment Association	36	18	6	40
(18)	Santa Clara County Real Estate Board	18	24	6	53
(22)	Republican Party (local)	7	38	16	38

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endorsement helps trust and subtracts the percent who say the endorsement hurts trust.

The resulting number is the “endorsement trust factor,” which can be either a positive or a negative number. Negative numbers are in parentheses at the bottom of the left column. Positive numbers mean more residents likely to trust the candidate. Negative numbers mean more residents are likely to distrust the candidate. Table 22B lists the No Impact figure (which is calculated by adding together NF and NI from Table 22a) as well as the Endorsement Trust Factor.

It is important to remember that this table is measuring trust, not political power, reputation, or the ability to deliver the vote. As the report showed earlier under discussion of City services, Police and Fire are very highly rated City services. Community members tend to trust both these City services a good deal. While almost half the residents say these endorsements have little or no impact, Police, Fire, and the Mercury News are perceived as contributing to the public trust of the candidate. At the bottom of the list, with some of the largest “no impact” scores and negative Trust Factor scores are the Tri-County Apartment Association, the Santa Clara County Real Estate Board, and the Republican Party. The AFL-CIO Central Labor Council has a smaller no impact score or a smaller negative Trust Factor score.

The researchers will leave the interpretation of this Table to those who know all the groups very closely. It does appear that there is some negative effect to being in a party that is not the dominant party in the City, although the City elections are non-partisan races.

4. Acceptable and Unacceptable Behavior

The survey presented six brief descriptions of legal, but ethically questionable, campaign behavior and asked, “In your opinion, how acceptable, if at all, is each of the following legal practices during a Santa Clara City election?”

<i>Endorsers</i>	<i>% No impact</i>	<i>Trust Factor</i>
Firefighters Union	48	26
Police Officers Association	48	24
San Jose Mercury News	41	23
City Council members (current)	58	18
Mayor (current or former)	57	17
Sierra Club	48	16
City Council members (former)	59	16
City Commissioners (current or former)	67	13
Democratic Party (local)	43	13
Santa Clara County League of Conservation Voters	63	9
County, State, Federal Officials	57	9
AFL-CIO Central Labor Council	55	(5)
Tri-County Apartment Association	76	(12)
Santa Clara County Real Estate Board	71	(18)
Republican Party (local)	45	(22)

Residents were asked to use ratings where 1= “Not Acceptable,” 6= “Highly Acceptable” and 2 through 5 were in between.

Table 23 shows in the first row the shorthand headings the researchers are using in the report as shorthand to refer to the scenarios reproduced in full below. Residents did not see these headings. The Table gives the average score (1 was the lowest possible score; 6 the highest possible. Anything between 1.00 and

Table 23 Acceptable and Unacceptable Campaign Conduct						
	REPEATS LIES	SCARES & OVERSTATES	UNDER- STATES	NO PROOF	ONLY CRITICISM	CRITICISM- AVERSE
AVG	1.2	1.3	1.3	1.4	1.8	3.8
SD	.62	.67	.75	.8	1.0	1.6
#	300	300	300	299	300	297

3.00 is a negative score and is unacceptable. Anything from 3.01 to 6.00 is acceptable.

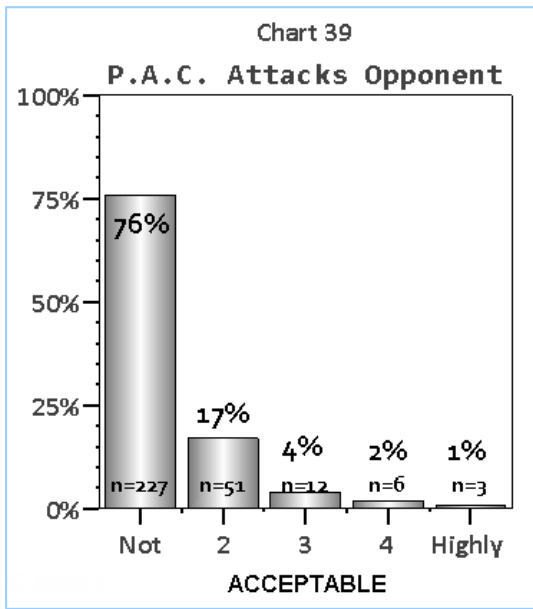
Only one scenario was rated as acceptable. The other five were unacceptable, with no score receiving anything higher than a 1.8. These are very low averages. Also note that the Standard Deviations on the lowest scores are very small, which means there was not much disagreement among the raters. This is in contrast to the one acceptable scenario. It has a large standard deviation, which means a great deal of disagreement and an average that is not very stable.

Readers should note that many of the scenarios feature lying in one form or another. Residents list “honesty” as the first leadership behavior that contributes to trust.

The scenarios (with average scores in parentheses) follow. Note that the scenario title in uppercase letters at the start of each scenario was not part of the survey question and are used here to make it easier to refer to the scenario:

1. **REPEATS LIES:** Candidate continues to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate. (1.2)

2. **UNDERSTATES:** Candidate sends a negative mail piece in the last few days claiming the opponent once filed for bankruptcy...but fails to mention that all debts had been paid. (1.3)
3. **SCARES AND OVERSTATES:** Candidate sends a mailer exaggerating the opponent's position in order to scare voters away from the opponent. (1.3)
4. **NO PROOF:** Candidate benefits from an independent political action committee whose goal is to defeat the opponent and whose funds allow weekly mailers with unsubstantiated allegations attacking the opponent's character. (1.4)
5. **ONLY CRITICISM:** Candidate takes every opportunity to criticize an opponent's record and position on issues, rather than presenting the candidate's own record and position. (1.8).



Only one scenario was judged acceptable with a rating of about 4 (on a 6-point scale).

6. **CRITICISM AVERSE:** Candidate refuses to compare themselves to their opponent or to criticize the opponent in any way, even if the candidate believes the criticism is warranted, and presents only the candidate's own position and record. (3.8).

Chart 39 shows the responses to the "No Proof" scenario. Charts for all the other scenarios rated in the 1 to 2 score range look virtually the same as this one. Three out of four residents are very clear on this

scenario: it is not acceptable in a Santa Clara election.

The scenario they are responding to concerns "political action committees" (PACs). These may be candidate-controlled or "independent expenditure committees" (which, by law, are not allowed to have contact with candidates or to coordinate efforts in any way with the candidate's campaign).

Results for the one acceptable scenario ("Criticism Averse") is presented in Chart 40. Despite an average score of 3.8, Chart 40 shows that resident opinion is dispersed across the range of response choices. This helps to explain the largest standard deviation of all the scenarios (SD=1.6).

The lack of consensus on this scenario draws attention to the fact that the community is still debating the dilemma this situation raises and the ethically appropriate resolution to it.

This situation, unlike most of the others, is a “right” versus “right” dilemma. In such dilemmas, two positive values are in conflict and decision-makers have to choose not between “right” and “wrong,” but between “right” and “right.”

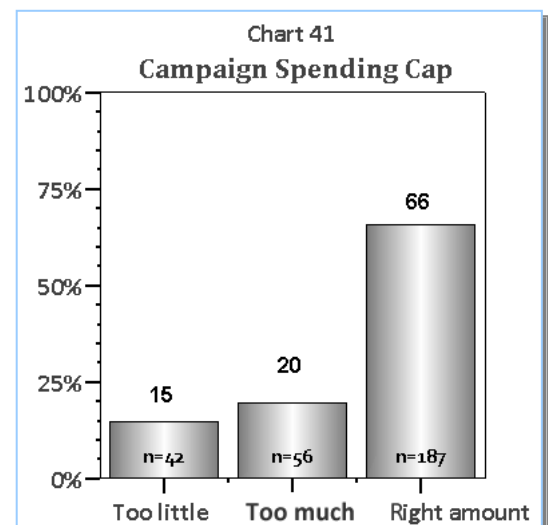
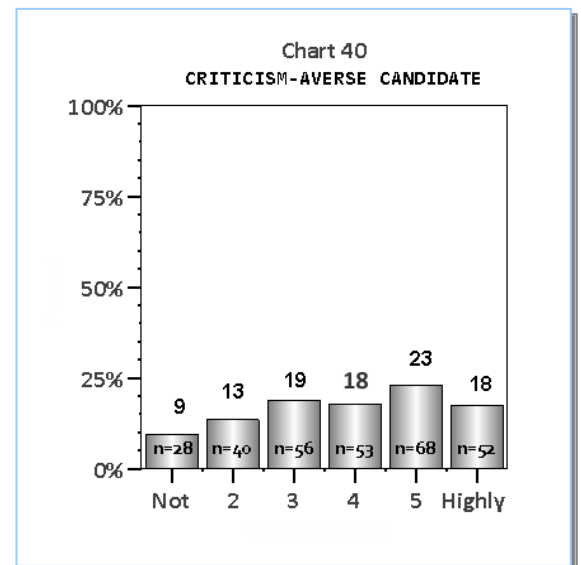
This scenario raises, on the one hand, the value of focusing on “positive information” about the candidate: his/her issues, promises, plans, experience. This approach also focuses on what some candidates and voters believe is “positive politics” – avoiding comparisons with your opponent, which automatically removes any chance that candidate or campaign can be criticized for an unfair comparison – since no comparisons of any type are offered.

On the other hand, some argue that this does not help the voter, especially if the candidate has information or a perspective that voters need to hear to make their best choices, and which they may not hear except from this one source. For this reason, the voluntary California “Code of Fair Campaign Practices” includes this standard:

I SHALL CONDUCT my campaign openly and publicly, discussing the issues as I see them, presenting my record and policies with sincerity and frankness, and criticizing without fear or favor the record and policies of my opponents or political parties which merit such criticism³¹.

5. Campaign Spending

Question 29 asked: “The City has a Campaign Finance Ordinance which sets a voluntary spending limit on the amount



³¹California Code of Fair Campaign Practices, available online at http://www.cacities.org/resource_files/6461.Campaign%20Ethics%20Code%20of%20Fair%20Campaign%20Practices%20Attachment%201.doc

candidates can spend on their campaign in Santa Clara. In November 2004 that cap was about \$28,000. Does that amount seem too little, too much, or just the

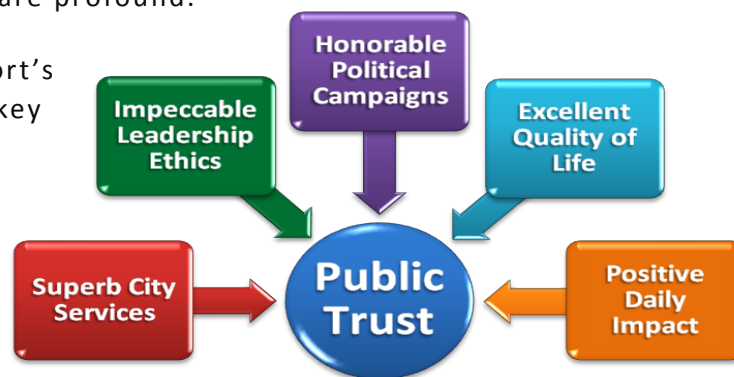
right amount to spend on a local campaign in the City of Santa Clara?”

Chart 41 shows that two out of three residents (66%) believe this amount is just the right amount. One of five (20%) believes it is too much to spend on a local campaign in Santa Clara. One out of six believes it is too little to spend on a campaign.

6. Implications

The behaviors Santa Clara residents find so clearly unacceptable are, in fact, quite common campaign behaviors during local elections. In the context of other findings this report has already discussed, however, the implications of this section on “campaign ethics” are profound.

This illustration from the report’s cover reminds readers of the key finding of this survey: **Public trust is integrally linked with residents’ perceptions about the quality of City services, the ethics of leaders, the City’s overall “quality of life,” and the positive impact the City has on residents’ day-to-day lives.**



This section on campaign ethics adds the last of the major building blocks for public trust: the honesty, integrity, and dependability of candidates for public office and City officials during election season.

The study has demonstrated that as the public’s perceptions of these rise and fall, so also does public trust in the City’s government.

If the City’s long-term goal is strong and deep public trust, the illustration identifies the level of achievement to which individuals and the City as a whole should aspire: superb, impeccable, honorable, excellent, and positive. It is hard to imagine City services getting much better, because they are already rated so highly. Quality of life and Impact are tied very much to City services. The two areas to target with training and motivation are the ethics of leaders, especially decision-making and communication, and the conduct of campaigns.

The conduct of campaigns is already part of the City's good government plan for this year. Careful consideration should be given in the future to the other need: ways to increase the public dialog about the ethics issues involved in policy decisions, and to make more explicit the ethics and values rationale that is often part of such decisions but rarely communicated to the public in more than a few words or sentences.

7. Information From Other Studies

The Institute for Global Ethics has compiled a set of comparison statistics about campaign ethics and residents' perceptions:

IGE Survey of Likely Voters' Views of Campaign Conduct

IGE commissioned a bipartisan survey, conducted by Lake Snell Perry & Associates, Inc. and Deardourff/The Media Company. Respondents were asked about their attitudes concerning candidates and campaigns.

UNFAIR CAMPAIGNING

- 86% believe unfair attack campaigning is unethical
- 81% believe attack-oriented campaigning is undermining and damaging our democracy
- 76% think negative campaigning produces less ethical and trustworthy leaders
- 82% think this type of campaigning makes people less likely to vote

POLITICAL BEHAVIOR

- Only 42% trust the government to do what is right
- 55% believe that all or most candidates twist the truth to get elected
- 53% think that most elected officials don't know right from wrong
- 71% think their elected officials have a different set of values than they do

VOTER CONCERNS ABOUT ELECTIONS AND POLITICS

- Lack of honesty/lying (17%)
- Campaigns cost too much money (11%)
- Politicians don't keep promises and say what they have to to win (9%)
- Backstabbing/negative campaigns (8%)

CRITICISM. WHAT'S FAIR?

FAIR

- An opponent's voting record (68%)
- Criticizing a candidate for talking one way and voting another (71%)
- An opponent's business practices (53%)
- Criticizing an opponent for accepting contributions from special interest groups (57%)
- Criticizing an opponent for not paying taxes on time (61%)

UNFAIR

- Criticizing the actions of an opponent's family (89%)
- Past troubles such as alcoholism or marijuana use (69%)
- Marital infidelity (57%)
- Past personal financial problems (81%)
- Financing your campaign yourself (76%)

CAMPAIGN CODES OF CONDUCT

- 92% want candidates to participate in public debates
- 94% want candidates to participate in forums where the public can question them directly
- 88% think candidates should agree not to make any personal attacks
- 78% think all campaign ads should include the voice and picture of the candidate
- 78% think candidates should demand that outside groups pull unfair ads
- 88% believe that candidates should refrain from using language or images that define other candidates based on their race, sex, or other personal characteristics
- 60% said they would be more likely to vote in an election where all candidates signed codes

The poll was commissioned by IGE and conducted by Lake Snell Perry & Assoc. and Deardourff/The Media Co. from June 6-11, 2002. Surveyed were 800 likely voters. The survey has a sampling error of +/- 3.5%.

0. INFORMATION SOURCES

1. Election Information

Question 27 asked about important information sources during the 2004 election: **“Voters received information in the November 3, 2004 election from a variety of sources. As best you can recall, how important, if at all, were the following to the way you thought about Santa Clara candidates in the November 2004 election?”**

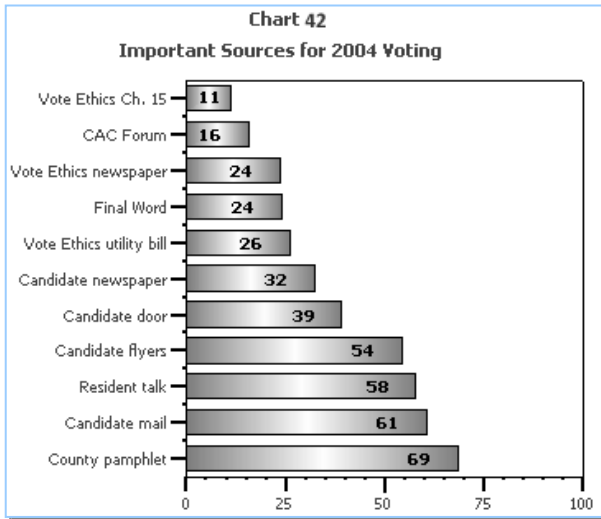


Chart 42 shows that eleven sources of voting information were listed.

Residents could select from: “paid no attention,” “don’t recall,” “not at all important,” “somewhat important,” “very important,” and “extremely important.”

The top four sources residents listed as “somewhat,” “very,” or “extremely” important for them as sources of information for the November 2004

election were:

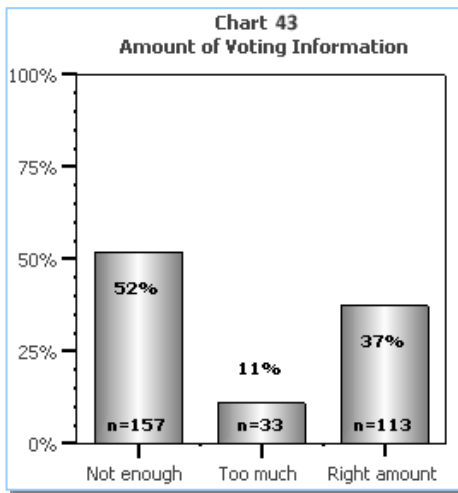
- The County’s Voter Information pamphlet (69%)
- Candidate materials delivered in the mail (61%)
- Talking with other residents (58%)
- Candidate flyers (54%)

Candidates coming to the resident’s door (39%) and candidate ads in newspapers (32%) were listed by considerably fewer people.

Three new sources of information were available for the first time for the November 2004 election. About one in four residents found each of three sources useful:

- *Vote Ethics* material in the *Mission City SCENES* municipal utility bill insert,
- The *Final Word Forum* organized by the City and moderated by the League of Women Voters and the City’s Ethics Consultant
- The *Vote Ethics* four-page municipal insert.

This is a large percentage recalling a first-time program three months after the election. At the same time, an older and more established program, the Citizens Advisory Committee (CAC) Candidates Forum received about the same percentage



(16%) as the new *Vote Ethics* information on Cable Channel 15 (15%). These were the two sources at the bottom of the list, judged useful by one in six.

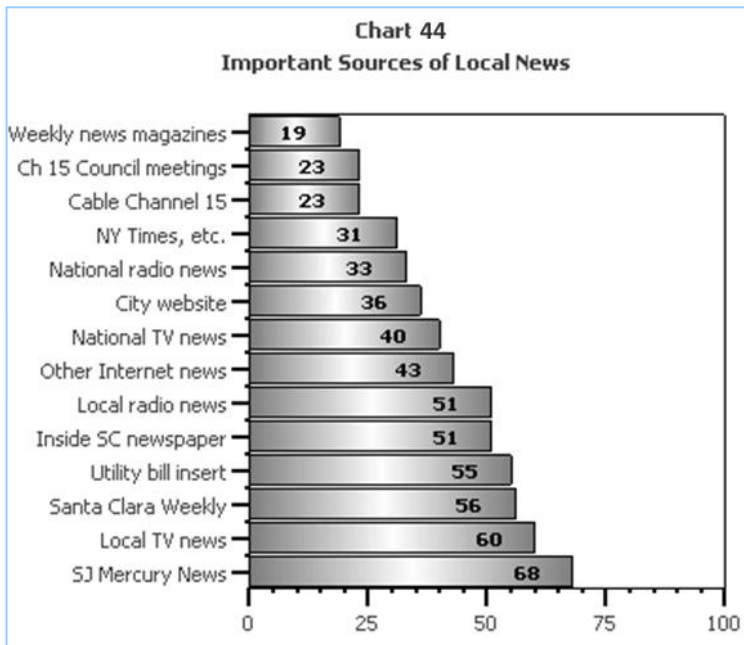
The usefulness of the utility bill insert as an effective mechanism for communication is a theme that is introduced with this finding, continued in the chart on local information sources in general, and noted by a number of residents in the open-ended question concerning specific things the City has done to build trust. The City's on-going

communication, especially using the utility bill, was listed by a number of residents as contributing to public trust.

Chart 43 shows that despite at least 11 sources of information, about half the residents say they do not feel that they have enough information "to make an informed voting choice for local elections in the City of Santa Clara." Just about a third believe they have the right amount to make their decision. About one of ten believes he or she has too much information.

2. Sources of Local News and Information

Question 30 asked about resident's general sources of local information. **These days people get their news from many different sources. How important to you are each of the following as sources of local news and information?** (Response: 1 = "not important at all," 6 = "Extremely important," and 2 through 5 are in between.)



The list included national and local newspapers, TV, radio, news magazines, Internet websites, and Santa Clara City communication media. Chart 44 shows the percentage of people who marked 3, 4, or 5 (i.e., all the categories on the "important" side of the scale. These are the percentage of Santa Clara residents who say this medium is an important

source of local news and information for them.

This media on this chart are in rank-order from smallest percentage of people saying this is important for local news and information to the largest percentage. The chart shows that every medium on the list is judged to be important for local news and information by percentages that range from about 20% to about 70% of the people.

Today, national polls typically find people rating local TV news as their most important local news source. In the City of Santa Clara, the *San Jose Mercury News* is the source listed as important by the largest number of people, about 7 out of 10 residents (68%), with local TV news next, listed by two out of five (60%). The *Santa Clara Weekly* is listed by more than half (56%) of the people as important.

Two City-specific outreach methods are listed next: *Mission City SCENES* (the utility bill insert) is listed by more than half (55%) of residents, just 1% less than the *Santa Clara Weekly*. *Inside Santa Clara*, the newspaper put out quarterly by the City, is listed next by about one out of two residents (51%), important to the same percentage of people who listed local radio news.

Internet news sites in general are listed next by 43% of the people. National TV news is listed by two out of five (4%). The City Website, national radio news, the *New York Times* and other national newspapers are listed in that order, and thought of as important by about one of every three residents. The City's government access Cable Channel15 is listed as important by about one of every four residents and watching City Council meetings are listed by about one of every four. It is important to remember that not everyone subscribes to cable or to the Internet.

Finally, weekly newsmagazines are listed by two out of five (19%). It may seem strange at first to find national newspapers, TV, and newsmagazines listed as important for local news and information. Two explanations come to mind: first, the City is located in Silicon Valley and is a popular address for world-renowned companies, the George F. Haines International Swim Center, Santa Clara Vanguard, and others who would be covered by the national press. The other is that "local information" is a broad topic and the national press would cover stories that provide information useful for local purposes in many areas of news, arts, science, living, and so on.

P. FUTURE OPPORTUNITIES

Residents were asked two questions where they could write in any answers they wished:

Question 13 asked, “**What one thing, if any, has the City done in the past five years that has deepened your own trust of the City’s government or increased your confidence in City services?**” (In the box, print any City action, policy, service, event, communication, etc. If nothing has deepened your trust, print the word “nothing.”)

Question 14 asked, “**What are the most important problems facing the City of Santa Clara today?**” (Residents could list up to three problems.)

1. Most Important Challenges

Table 24 presents the answers to the second question and combines all the challenging issues residents feel the City now faces into one list. The “#” column lists the number of times the issue was mentioned on any of the three lists of issues. The “%” column is that “#” divided by the total of the # column (e.g., $85/655=13\%$). The “Resp” column is the percent of the 330 residents in the sample who listed that issue.

The first issue or concern (anything concerning the schools) is listed by about one of every three residents (32.8%). The next two issues are listed by about three of ten: Streets (repair, traffic, parking, 31.3%) and Housing (cost of housing, availability of low cost housing, etc., 29.7%). Land use, planning issues and the City’s architectural character (15.8%) are listed by about one of six, as is a general perception of an increase in crime, gangs, and a variety of police-related items (15.4%).

Table 24				
The Most Important Issues Facing Santa Clara Today				
	Issue Topics	#	%	Resp.
1	Schools, education	85	13	32.8
2	Streets, Repair, traffic, parking	81	12.4	31.3
3	Housing cost, availability, low-cost hou	77	11.8	29.7
4	Land use, planning, City “character”	41	6.3	15.8
5	Crime, gangs, police-related	40	6.1	15.4
6	City budget, expenses	34	5.2	13.1
7	Business, attracting, quality	24	3.7	9.3
8	General economy, maintain tax base	24	3.7	9.3
9	Garbage/recycling related	21	3.2	8.1
10	Unemployment, lack of jobs, layoffs	20	3.1	7.7
11	Energy, utilities, gas	20	3.1	7.7
12	Crowding, overpopulation	19	2.9	7.3
13	Pollution, air, noise, environmental	15	2.3	5.8
14	Poor government, ethics, City officials	13	2	5
15	Taxes	13	2	5
16	Parks/rec problems	13	2	5
17	Racial tensions, immigration, minorities	12	1.8	4.6

Table 24 The Most Important Issues Facing Santa Clara Today				
18	Public transit, VTA	11	1.7	4.2
19	Cost of living, price increases	10	1.5	3.9
20	Homeless, panhandlers	10	1.5	3.9
21	All others	9	1.4	3.5
22	Code enforcement	8	1.2	3.1
23	Senior related	8	1.2	3.1
24	Leisure Activities	7	1.1	2.7
25	Drugs, drug abuse	6	0.9	2.3
26	Quality neighborhoods	6	0.9	2.3
27	Safety in general	4	0.6	1.5
28	Technology, wireless, cable	3	0.5	1.2
29	Poverty	2	0.3	0.8
30	Social programs, poverty-related programs	2	0.3	0.8
31	After school programs	2	0.3	0.8
32	Historic preservation	2	0.3	0.8
33	Emergency services	2	0.3	0.8
34	Services, generic	2	0.3	0.8
35	Communication	2	0.3	0.8
36	Medical, healthcare	1	0.2	0.4
37	Terrorism, threats to public safety	1	0.2	0.4
38	Disasters	1	0.2	0.4
39	Open space	1	0.2	0.4
40	Old Quad	1	0.2	0.4
41	Downtown	1	0.2	0.4
42	Baseball	1	0.2	0.4

Readers should consider Table 24 more as a summary or “table of contents” to the responses residents wrote down. Readers are encouraged to review the actual comments, which are included in Appendix E. As an example, coded as “leisure activities” is the more specific comment, “No place to go out, eat and have fun.”

A list of issues and concerns always presents an opportunity for communication with residents. The number one item (concerning schools) is an issue the City has the least control over, since the School Board for the Santa Clara Unified School District has jurisdiction over school-related matters, and not the City of Santa Clara.

2. Comparison with Bay Area Poll

Every year the Field Research Institute conducts the “Bay Area Poll,” and asks residents in the six local counties or regions (Alameda, Contra Costa, San Francisco, San Mateo, Santa Clara, and North Bay), “What do you think is the most important problem facing the Bay Area today?”

The codes and topics used in Table 24 are, in large part, the same ones used for the Bay Area Poll. For 2006, residents of Santa Clara County listed the following as the most important problems:

23.8%: Transportation-related (including street repair, parking, traffic congestion [19.7%], public transportation problems);

22%: Economy-related (More specifically: cost of living [8.2%], inflation or unemployment/poverty [10.3%], lack of jobs [12%]);

20.1%: Housing (cost and availability);

15.5%: Schools and education/poor quality/high fees;

11%: Crime (include police protection, gangs, all mentions of crime, violence).

Residents throughout the Bay Area identify the same problems. These present many opportunities for increased communication with residents: which of these problems are appropriate for City intervention? What has the City done and what are its plans for the future in these areas? Perhaps the City and the School District can partner in some communication efforts with residents.

3. City Actions Fostering Trust

Table 25 (next page) presents the results for the question asking residents to identify specific City actions, which have fostered trust for that particular resident.

Again, readers are encouraged to look at the actual answers located in the Appendix E.

The question on which this table is based was asked in the middle of the survey, after residents had responded to the questions about trust, impact, and ethics for Federal, State, County, and City; quality of life indicators, and the ratings of City services and services.

Twenty-two percent (72 out of 330 surveys) chose not to respond to this question. Of those who did respond, almost 2 out of five (39.8%) responded “nothing” (following the instruction in the question, “If nothing has deepened your trust, print the word ‘nothing.’”)

Yet, as the findings have shown, trust is related to satisfaction with City services, ratings on various quality of life indicators, specific ratings of City services, a variety of ethics-related behaviors, and so on.

A few explanations suggest themselves:

ETHICAL	PROFESSIONAL	SERVICE-ORIENTED	FISCALLY RESPONSIBLE
ORGANIZED	COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE

Table 25**City Actions That Fostered Trust**

City Action or Event	#	%
Nothing	105	39.8
Library related	26	9.8
SVP-related	18	6.8
Communication	10	3.8
Police/Safety	9	3.4
Good services, general	8	3.0
City clean-up	6	2.3
Fourth of July	5	1.9
Budget related	5	1.9
Plumbing/Sewer	5	1.9
Senior Center	4	1.5
Roads/Streets	4	1.5
Recycling	4	1.5
Fire	4	1.5
Response trees	3	1.1
Channel 15	3	1.1
Permit/Codes related	3	1.1
Emergency 911	3	1.1
School related	2	0.8
Special events	2	0.8
Good codes, generic	2	0.8
Environment/Natural Space	2	0.8
Parks/Rec related	2	0.8
Ethical campaigns	2	0.8

Residents may not be familiar with the language of “public trust” and may not be accustomed to thinking of specific City actions as fostering trust or not. Sharing the results of this question with residents may make this way of thinking more familiar, and may provide additional responses the next time this question is asked on a survey.

Surveys typically ask residents about what is going wrong and to list problems or areas of concern (and the sample had no trouble listing a number of concerns). Surveys do not typically ask, “What is going right?” This survey was guided by the methods of “appreciative inquiry,” which asks residents to identify what is working well as the first step in a conversation of what it would take to extend these positive initiatives throughout the organization. It may take some time for participants to become comfortable with these kinds of questions.

The wording of the question may have been confusing and this was not discovered when the questions were pre-tested prior to finalizing the survey.

Of the residents who responded, Table 25 shows that residents listed some forty different actions or events were listed as fostering trust. The # column shows the number of residents listing that particular action and the % column is the percentage of residents listing it.

Neighborhood Night Out	2	0.8
General Good Gov't	2	0.8
Budget complaint	2	0.8
Social services	1	0.4
Community focus	1	0.4
Council Contact	1	0.4
Better SCU relations	1	0.4
Block parties	1	0.4
Dog park	1	0.4
El Camino	1	0.4
Teen Center	1	0.4
Values, Good conduct	1	0.4
Kaiser	1	0.4
Veteran's memorial	1	0.4
Land use	1	0.4
Water	1	0.4
Old Quad	1	0.4
Other	1	0.4

to assess “political efficacy,” which the online Wikipedia (<http://www.wikipedia.com>) defines in this way:

Political efficacy, in political science, is a term referring to the citizens' faith and trust in government and their own belief that they can understand and influence political affairs. It is commonly measured by surveys and used as an indicator for the broader health of civil society. Feelings of efficacy are highly correlated with

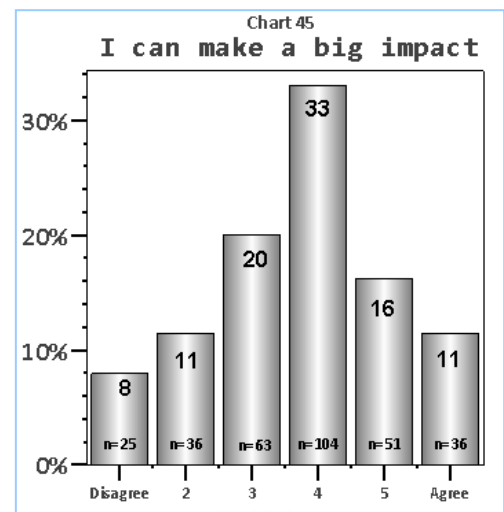
Most frequently mentioned was the new library. Reviewing the verbatim responses in Appendix E will show how pleased residents are with the new facility, and with the other facilities the City has recently completed or has underway. The Senior Center, Teen Center, dog park, new Fire stations, etc., are all mentioned.

A number of people highlighted comments about municipal utilities, especially the municipal Electric Utility/Silicon Valley Power's rates compared to other cities, and the fast response by Police, Fire, Water, Streets, and many other City services.

A number of other residents expressed satisfaction with the City's efforts to communicate with residents. Channel 15 was highlighted specifically, but others mentioned the utility insert, City-sponsored newspaper, and other communication efforts.

4. Personal Political Power

Finally, the survey asked nine questions



participation in social and political life, especially voting.”

Chart 45 shows the results of the first question: “People like me can have a big impact on making the City of Santa Clara a better place to live.” This chart shows that about one of every ten (11%) strongly agree. Combining the three positive categories, three out of five residents (60%) agree that people like them can have a big impact.

On the lower side of the scale, about one of 12 strongly disagree with the statement. Combining the lower categories, two of every five disagree that they can have a big impact on the City.

Readers are reminded that only about a quarter of the sample has been deeply involved in the City. On the political efficacy statement, “I make volunteer community service an important part of my life,” about three of five do not (64% in the lower three categories) make volunteer service a priority, while two of five do (36%). One interpretation of the finding about City impact is that many of these residents have not had the experiences that might typically change their opinions about impact on the City.

This interpretation finds some support in the results of Chart 46: “Generally speaking, those we elect to the Santa Clara City Council care a great deal what people like me think.” Three of five residents (64%) agree that those elected to the Santa Clara City Council “care a great deal what people like me think,” while two of five (36%) disagree with that statement.

Similar questions were asked about whether Congress in Washington, D.C., or those elected to the County “care a great deal about what people like me think.” For Congress, about three of four (78%) do not believe Congress cares about what they think; one in four (22%) believe Congress does care. For the County, just about half (53%) do not think the County cares, while 47% believe the County cares.

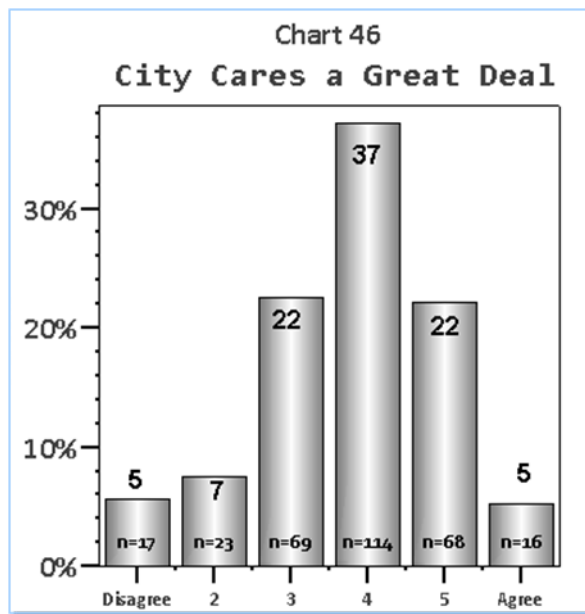


Table 26 (next page) shows the results for political knowledge. Just over half (55%) agree that voting is the only way to have a say in how the City government runs things. About half (49%) agree that sometimes “City politics seems so complicated” that they can’t easily understand what’s going on. About four out of every five (79%) say they do not know a lot about City politics and public

affairs, while one out of five (21%) agrees that they “know a lot about City politics.” Similarly, three out of four (75%) say they do not often engage in conversation with their friends about City politics and public affairs, while one of four does (25%).

One often hears people say that residents in the City of Santa Clara are highly educated and that is supported by this study. At the same time, it is important to note that this group of highly educated residents also acknowledges that they do not know a lot about City politics, do not often talk about City politics with their friends, and almost half of them find City politics a complicated topic. This is an important finding for planning future communications with residents.

Table 26 Statements about Voting and Political Knowledge		
Statement	Disagree	Agree
Voting is the only way people like me can have any say in how the City government runs things.	45%	55%
I know a lot about City politics and public affairs.	79%	21%
I often engage in conversation with my friends about City politics and public affairs.	75%	25%
Sometimes City politics seems so complicated that people like me cannot really understand what is going on.	51%	49%

5. Trust and Personal Political Power

Table 27 (next page) explores the relationship between the political efficacy measures, public trust, and ethics.

The Table shows that people’s beliefs are related to each other, and these relationships play an important role in people’s judgments of the ethics of elected officials and in the public trust residents have for the government.

The chart lists the strength of the correlation between measures (in other words, as one rises, the other one rises in a linear fashion, or as one declines, the other declines). In the box below the correlation number are the results of the statistical tests. If the box is blank, it means that the relationship is statistically significant at the $p < .001$ level, making it highly unlikely that the relationship

happened by chance. Any significance levels different from .001 are listed in the box. Two relationships could have happened by chance and are marked as “NS” (Not significant).

The perception that the City cares a great deal (bottom row) about what people like me think is highly associated with City trust (.56) and City ethics (.51), as well as with County and State ethics and trust. The more someone believes the City cares about what they think, the higher the judgment of City ethics, and the greater the City trust. Stronger perceptions that the City cares are also associated with stronger perceptions of County and State ethics and trust.

Similarly, stronger beliefs that the County cares what people like me think is associated with higher levels of Federal, State, County, and City ethics and trust. The same is true for the Federal level. Stronger perceptions that Congress cares what people like me think is associated with higher ratings of ethics at all levels and deeper trust at all levels.

Finally, the belief that people like me can have a great impact on making the City a better place to live is also associated with ethics and trust at the City, but also

Table 27								
Relationships among Efficacy, Ethics, Public Trust								
	City trust	County trust	State trust	Fed trust	Fed ethics	State ethics	County ethics	City ethics
I can have a big impact on making City better place to live	.325	.232	.206	.174	.139	.118	.172	.290
				.002	.015	.039	.003	
Congress cares great deal about what people like me think	.236	.270	.432	.368	.364	.363	.256	.214
County cares great deal about what people like me think	.497	.499	.422	.258	.216	.354	.488	.453
City cares great deal about what people like me think.	.560	.348	.236	NS	NS	.175	.352	.541
				NS	NS	.002		

at the County, State, and Federal levels.

This set of findings supports the importance both of public discussion and public comment, as well as Council and staff contact with residents. In short, any way that the City can communicate with residents that it does care what they think will most likely foster public trust. At the same time, having residents express opinions without also communicating or feeding back in some way how those opinions impacted decisions misses another opportunity to foster trust

Many research studies about building trust in organizations, including many public organizations, indicate that leaders and executives miss an opportunity to foster trust by not communicating back to the people who have expressed opinions how those opinions influenced the final decision. That research makes it clear that people do not so much want to know that their opinions were supported in the final decision as much as knowing that their opinion was truly heard, taken into consideration, and accepted or rejected for valid reasons. Council members will often give reasons for their votes one way or another. This finding suggests that Council could have a fruitful discussion of ways to further share their reasoning, especially ethical reasoning on tough decisions, with residents.

This report has presented findings to show that public trust is influenced by:

- Government performance (e.g., “the delivery of high quality, cost-efficient City services, along with the delivery of policies that are responsive to the common good and do not advance any particular special interests”);
- Positive assessments of the impact of the government, as well as the perception that things are “going in the right direction” with the City, and positive perceptions of quality of life in the City;
- Judgments about the personal character and ethics of government officials who are involved with those services;
- Judgments about the professional character and ethics of government officials;
- Perceptions about the behavior of candidates for public office;
- Various communication channels and media the City uses to communicate with residents;
- and many other perceptions that residents have of their own ability to make a difference, how well their problems are being addressed, and so on.

APPENDIX A: SANTA CLARA CODE OF ETHICS AND VALUES

PREAMBLE

The proper operation of democratic government requires that decision-makers be independent, impartial, and accountable to the people they serve. The City of Santa Clara has adopted this Code of Ethics and Values to promote and maintain the highest standards of personal and professional conduct in the City's government. All elected and appointed officials, City employees, volunteers, and others who participate in the city's government are required to subscribe to this Code, understand how it applies to their specific responsibilities, and practice its eight core values in their work. Because we seek public confidence in the City's services and public trust of its decision-makers, our decisions and our work must meet the most demanding ethical standards and demonstrate the highest levels of achievement in following this Code.

As a Representative of the City of Santa Clara, I will be ethical..

In practice, this value looks like:

- a. I am trustworthy, acting with the utmost integrity and moral courage.
- b. I am truthful, do what I say I will do, and am dependable.
- c. I make impartial decisions, free of bribes, unlawful gifts, narrow political interests, and financial and other personal interests that impair my independence of judgment or action.
- d. I am fair, distributing benefits and burdens according to consistent and equitable criteria.
- e. I extend equal opportunities and due process to all parties in matters under consideration. If I engage in unilateral meetings and discussions, I do so without making voting decisions.
- f. I show respect for persons, confidences, and information designated as "confidential."
- g. I use my title(s) only when conducting official City business, for information purposes, or as an indication of background and expertise, carefully considering whether I am exceeding or appearing to exceed my authority.

As a Representative of the City of Santa Clara, I will be professional.

In practice, this value looks like:

- a. I apply my knowledge and expertise to my assigned activities and to the interpersonal relationships that are part of my job in a consistent, confident, competent, and productive manner.
- b. I approach my job and work-related relationships with a positive attitude.
- c. I keep my professional knowledge and skills current and growing.

As a Representative of the City of Santa Clara, I will be service-oriented.

In practice, this value looks like:

- a. I provide friendly, receptive, courteous service to everyone.
- b. I am attuned to, and care about, the needs and issues of citizens, public officials, and city workers.
- c. In my interactions with constituents, I am interested, engaged, and responsive.

As a Representative of the City of Santa Clara, I will be fiscally responsible.

In practice, this value looks like:

- a. I make decisions after prudent consideration of their financial impact, taking into account the long-term financial needs of the City, especially its financial stability.
- b. I demonstrate concern for the proper use of City assets (e.g., personnel, time, property, equipment, funds) and follow established procedures.
- c. I make good financial decisions that seek to preserve programs and services for City residents.

As a Representative of the City of Santa Clara, I will be organized.

In practice, this value looks like:

- a. I act in an efficient manner, making decisions and recommendations based upon research and facts, taking into consideration short and long term goals.
- b. I follow through in a responsible way, keeping others informed, and responding in a timely fashion.
- c. I am respectful of established City processes and guidelines.

As a Representative of the City of Santa Clara, I will be communicative.

In practice, this value looks like:

- a. I convey the City's care for and commitment to its citizens.
- b. I communicate in various ways that I am approachable, open-minded and willing to participate in dialog.
- c. I engage in effective two-way communication, by listening carefully, asking questions, and determining an appropriate response which adds value to conversations.

As a Representative of the City of Santa Clara, I will be collaborative.

In practice, this value looks like:

- a. I act in a cooperative manner with groups and other individuals, working together in a spirit of tolerance and understanding.
- b. I work towards consensus building and gain value from diverse opinions.
- c. I accomplish the goals and responsibilities of my individual position, while respecting my role as a member of a team.
- d. I consider the broader regional and Statewide implications of the City's decisions and issues.

As a Representative of the City of Santa Clara, I will be progressive.

In practice, this value looks like:

- a. I exhibit a proactive, innovative approach to setting goals and conducting the City's business.
- b. I display a style that maintains consistent standards, but is also sensitive to the need for compromise, "thinking outside the box," and improving existing paradigms when necessary.
- c. I promote intelligent and thoughtful innovation in order to forward the City's policy agenda and City services.

Approved by City Council on April 4, 2000; modified by Council on August 21, 2001

APPENDIX B: INVITATION LETTER AND REMINDER POSTCARDS



January 14, 2006

YOUR SURVEY PASSCODE IS
####

Dear Santa Clara resident,

Today, the City of Santa Clara launches its **Resident Feedback Survey**. From now until January 27th, the City is inviting all Santa Clara residents over the age of 18 to fill out the survey, either online or in a paper version. The survey takes about 20 minutes to complete and is non-partisan, non-political, and anonymous. It seeks residents' opinions about the City of Santa Clara's community, elections, government, and public trust.

The survey is a partnership between Santa Clara University's Communication Department and the City's Ethics and Values Program. I am serving as the lead researcher on the project as part of my regular University research activities. Dr. Christine Bachen, one of my colleagues in the Communication Department, is assisting with the research. Deputy City Manager Carol McCarthy is also working closely with us on this project.

This letter is a formal invitation for your household to play a special role in this research by joining the project's scientific sample. Up to two adult members of your household are invited to fill out the survey as part of this sample. Only about 10% of the City's households are receiving this invitation. These households were selected at random from all Santa Clara City households. Every household had an equal chance of being selected. If your household and the others receiving this invitation agree to participate as part of the scientific sample, we will be able to say with great confidence that the results from the scientific sample are representative of the opinions of the entire City. So, your participation matters a great deal to us.

The time you spend on the survey is an investment in the City. The survey provides important and timely feedback from residents about good government, ethical leadership, and public trust. The City Council and City staff will use this information to help meet the Council's current goals, to further develop the Ethics Program, and to plan for the future. Survey results will also be prepared for publication in academic journals or on the Internet, where many other people will have the opportunity to learn from Santa Clara's experiences.

We hope that you will accept this invitation. Detailed instructions are enclosed. Let me be clear, however, that your involvement in this project is voluntary. You are free to choose not to participate, to withdraw from the survey at any time, or to skip any question on the survey you wish. If you choose not to participate, we thank you for considering this request and respect your decision. If you do fill out the survey, let me thank you in advance for this service to the City. Call me or email me with any questions (408-554-5710 or tshanks@scu.edu).

Sincerely,

Thomas E. Shanks, Ph.D.
Associate Professor of Communication

Department of Communication
500 El Camino Real, Santa Clara, California 95053-0277
408-554-5498 FAX 408-554-4913 www.scu.edu

This survey information page was enclosed with the invitation letter

**CITY OF
SANTA
CLARA**

RESIDENT FEEDBACK SURVEY

CONDUCTED BY SANTA CLARA UNIVERSITY

A. Accessing the Survey: If at all possible, please fill out the online version of the survey. You may access it any time of the day or night at <http://itrs.scu.edu/tshanks/city>.

B. Completing the Survey Online

Step 1: Bring the invitation letter and these instructions with you to any computer with Internet access. You will need the passcode from the previous page. Also, you need at least 20 minutes to complete the survey. You will not be able to save a partially-completed survey.

Step 2: Start any browser you use to access the Internet (e.g., Internet Explorer, Firefox, Safari, or some other.)

Step 3: When the browser opens, move your mouse to the Internet address box near the top of the screen, click on it, and delete the address. Type in <http://itrs.scu.edu/tshanks/city> and then press the computer's "enter" key. (Type the address exactly as it is here. Notice that it does not begin with www. Also notice that there are two slashes that tilt toward the right after *http*., but only one after *edu* and *shanks*.)

Step 4: If everything is working correctly, you will see a heading like the one at the top of this page. The survey is located on Dr. Shanks' university website. If you are unable to access it, it may mean that the website is offline for a brief period of time. Email tshanks@scu.edu if you have problems.

Step 5: Read the directions at the start of the survey. Then enter the survey passcode and work your way through the survey, skipping any questions you wish. (Note that passcodes will be removed prior to analyzing the data, so the survey will be anonymous.)

NOTE: Up to two members of your household over the age of 18 may submit completed surveys using the same passcode. Further information is provided on the survey form.

C. Completing the Paper Survey

a) To answer these questions on paper, please pick up a blank survey at the City's main reception desk from 8 a.m. to 5 p.m. weekdays.

b) To have one mailed, leave a voice-mail message on Dr. Shanks' university phone at (408) 554-5710. Call any time. Provide your US postal mailing address and a contact phone number in case of questions. Do not leave your name. If a second member of your household also needs a paper survey, be sure to request two copies.

D. Deadlines: Remember the final deadline for all surveys is January 27th. Please put paper surveys in the mail by January 24th. A return address envelope will be attached to the blank survey.

ONE FINAL NOTE: Any resident in the City is welcome to fill out a survey, but we need the scientific sample to be sure that the survey represents the opinions of all Santa Clara residents.

REMINDER POSTCARD 1 (Side 1 below , Side 2 to the right)



Last week, Dr. Tom Shanks from SCU sent a letter inviting your household to join the scientific sample for the City of Santa Clara's Resident Feedback Survey. Just 10% of the City's households were selected at random to receive this invitation, so your participation is very important to us. **New deadline: This Sunday, January 29, at midnight.**

- Survey passcode is above your address
- Questions: email tshanks@scu.edu
- You may pick up a paper survey at the City reception desk or call Dr. Shanks' voicemail at 554-5710.

REMINDER POSTCARD 2 (Side 1 below , Side 2 to the right)

The initial response to the Resident Feedback Survey was strong, but we still need additional households to fill out the survey as part of the scientific sample. To have maximum impact, the survey needs to represent the opinions of the entire City. Without your voice and your feedback, that goal will elude us.

WE CANNOT DO THIS WITHOUT YOU!

That's the truth! The additional surveys must come from the 3500 randomly-selected households originally invited to join the sample. The City has worked hard to gain your trust and earn your confidence. Now it needs your feedback about community and leadership. The survey will take just 20 minutes of your time. The City cannot complete this year's goals and/or take the Ethics and Values Program to the next level without your help now.

NEW SURVEY DEADLINE: FEBRUARY 5

The deadline has been extended until Sunday, February 5, at midnight. Go to <http://ltras.scu.edu/tshanks/city> for the survey and instructions.

- The survey passcode for your household is at the top of the address label. It identifies you as a member of the scientific sample.
- Surveys are available online or on paper. Pick up paper surveys at the City reception desk or call Dr. Shanks' voicemail at 554-5710 to request copies. Email: tshanks@scu.edu.

APPENDIX C: VOLUNTEER SAMPLE ORIGINAL DATA TABLES

Residents who were not selected as part of the random, scientific sample had the opportunity to fill out the survey. Unlike the scientific sample, these volunteers are not representative of the City as a whole and it is not possible to calculate something like the +/-4.5% margin of error used in this report for the scientific sample.

Nevertheless, the results below represent the opinions of 132 Santa Clara City residents. Because these results represent only these 132 individuals, the results presented here are not included in the main body of the report.

Note: To interpret these tables, look at Table 5 on City directions.
“Frequency”=number of survey participants who chose the answer listed to the left of the column (e.g., 104 people chose “1 right direction.”). Notice that 2 people chose the answer “0”. Notice also the word “missing.” This means that 2 people did not answer this question. These people are included in the “Percent” column (e.g., 2 people is 1.5% of 132, the total number of people in the volunteer sample. The “Valid Percent” column removes missing values. The “Valid Percent” column is the column to use if readers want to know how the volunteers answered the survey questions. The “Cumulative Percent” column shows first the percentage of people in the Valid Percent column to the left. It then adds the percent of people who chose the answer in the second row under Valid Percent and displays the total in the second row of Cumulative Percent column (e.g., 80% said the City was going in the right direction. Cumulative Percent then adds the 20% of people who said “wrong direction” and displays 100% on the second line under Cumulative Percent.)

How many years have you lived in the City of Santa Clara as an adult (that is, since your 18th birthday), counting any time you have lived here?

How many years, if any, did you live in the City of Santa Clara prior to your 18th birthday, counting any time you have lived here?

5. Which of the following statements comes closest to your overall feeling: The City of Santa Clara is generally going in the right direction. The City of Santa Clara is generally going in the wrong direction...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 right direction	104	78.8	80	80
	2 wrong direction	26	19.7	20	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

6. How proud, if at all, are you to tell people you live in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 not at all	5	3.8	3.8	3.8
	2 not very	10	7.6	7.6	11.5
	3 somewhat	53	40.2	40.5	51.9
	4 very	63	47.7	48.1	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

7a. How would you rate the City of Santa Clara as a place to ...feel safe and secure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	1.5	1.5	1.5
	3	3	2.3	2.3	3.8
	4	5	3.8	3.8	7.6
	5	26	19.7	19.7	27.3
	6	57	43.2	43.2	70.5
	7 excellent	39	29.5	29.5	100
	Total	132	100	100	

7b. How would you rate the City of Santa Clara as a place to ... live after retirement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	7	5.3	5.3	5.3
	2 poor	8	6.1	6.1	11.4
	3	19	14.4	14.4	25.8
	4	26	19.7	19.7	45.5
	5	29	22	22	67.4
	6	27	20.5	20.5	87.9
	7 excellent	16	12.1	12.1	100
	Total	132	100	100	

7c. How would you rate the City of Santa Clara as a place to ... raise a family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	5	3.8	3.8	3.8
	2 poor	3	2.3	2.3	6.1
	3	5	3.8	3.8	9.9
	4	18	13.6	13.7	23.7
	5	33	25	25.2	48.9
	6	33	25	25.2	74
	7 excellent	34	25.8	26	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

7d. How would you rate the City of Santa Clara as a place to ...spend leisure time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	11	8.3	8.5	8.5
	3	21	15.9	16.3	24.8
	4	25	18.9	19.4	44.2
	5	35	26.5	27.1	71.3
	6	20	15.2	15.5	86.8
	7 excellent	17	12.9	13.2	100
	Total	129	97.7	100	
Missing	0	3	2.3		
Total		132	100		

7e. How would you rate the City of Santa Clara as a place to...work and do business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	4	3	3.1	3.1
	2 poor	3	2.3	2.3	5.4
	3	6	4.5	4.6	10
	4	16	12.1	12.3	22.3
	5	27	20.5	20.8	43.1
	6	41	31.1	31.5	74.6
	7 excellent	33	25	25.4	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

7f. How would you rate the City of Santa Clara ...overall as a place to live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	1	0.8	0.8	0.8
	3	3	2.3	2.3	3
	4	17	12.9	12.9	15.9
	5	37	28	28	43.9
	6	42	31.8	31.8	75.8
	7 excellent	32	24.2	24.2	100
	Total	132	100	100	

8a. How would you rate the following City services: Fire Department?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	22	16.7	16.7	16.7
	3	1	0.8	0.8	17.4
	4	4	3	3	20.5
	5	17	12.9	12.9	33.3
	6	30	22.7	22.7	56.1
	7 excellent	58	43.9	43.9	100
	Total	132	100	100	

8b. How would you rate the following City services: Garbage disposal, recycling, and Clean Green?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	1.5	1.5	1.5
	3	6	4.5	4.5	6.1
	4	18	13.6	13.6	19.7
	5	27	20.5	20.5	40.2
	6	39	29.5	29.5	69.7
	7 excellent	40	30.3	30.3	100
	Total	132	100	100	

8c. How would you rate the following City services: Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	8	6.1	6.2	6.2
	2 poor	2	1.5	1.5	7.7
	4	5	3.8	3.8	11.5
	5	12	9.1	9.2	20.8
	6	37	28	28.5	49.2
	7 excellent	66	50	50.8	100

	Total	130	98.5	100	
Missing	0	2	1.5		

Total	132	100		

8d. How would you rate the following City services: Municipal code enforcement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	22	16.7	16.9	16.9
	2 poor	19	14.4	14.6	31.5
	3	13	9.8	10	41.5
	4	19	14.4	14.6	56.2
	5	20	15.2	15.4	71.5
	6	22	16.7	16.9	88.5
	7 excellent	15	11.4	11.5	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

8e. How would you rate the following City services: Municipal utilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	1	0.8	0.8	0.8
	3	1	0.8	0.8	1.5
	4	8	6.1	6.1	7.6
	5	17	12.9	13	20.6
	6	42	31.8	32.1	52.7
	7 excellent	62	47	47.3	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

8f. How would you rate the following City services: Parks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 poor	2	1.5	1.5	1.5
	3	4	3	3	4.5
	4	13	9.8	9.8	14.4
	5	24	18.2	18.2	32.6
	6	45	34.1	34.1	66.7
	7 excellent	44	33.3	33.3	100
	Total	132	100	100	

8g. How would you rate the following City services: Permit Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	45	34.1	35.7	35.7
	2 poor	3	2.3	2.4	38.1
	3	5	3.8	4	42.1
	4	16	12.1	12.7	54.8
	5	18	13.6	14.3	69
	6	28	21.2	22.2	91.3
	7 excellent	11	8.3	8.7	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

8h. How would you rate the following City services: Police Department?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	14	10.6	10.6	10.6
	2 poor	4	3	3	13.6
	3	5	3.8	3.8	17.4
	4	14	10.6	10.6	28
	5	18	13.6	13.6	41.7
	6	45	34.1	34.1	75.8
	7 excellent	32	24.2	24.2	100
	Total	132	100	100	

8i. How would you rate the following City services: Recreation programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	15	11.4	11.4	11.4
	2 poor	1	0.8	0.8	12.1
	3	7	5.3	5.3	17.4
	4	13	9.8	9.8	27.3
	5	19	14.4	14.4	41.7
	6	46	34.8	34.8	76.5
	7 excellent	31	23.5	23.5	100
	Total	132	100	100	

8j. How would you rate the following City services: Street maintenance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	2	1.5	1.5	1.5
	2 poor	4	3	3.1	4.6
	3	6	4.5	4.6	9.2
	4	22	16.7	16.8	26
	5	29	22	22.1	48.1
	6	36	27.3	27.5	75.6
	7 excellent	32	24.2	24.4	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

9. In Santa Clara, have you ever run for or been elected to public office; been appointed to a City Commission, Board, or Committee; volunteered significant time on a City political campaign; or worked as a City employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	85	64.4	64.9	64.9
	2 Yes	46	34.8	35.1	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

10a. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life?
Federal Government in Washington, D.C.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	10	7.6	7.8	7.8
	2	13	9.8	10.1	17.8
	3	23	17.4	17.8	35.7
	4	32	24.2	24.8	60.5
	5	28	21.2	21.7	82.2
	6 Great impact	23	17.4	17.8	100
	Total	129	97.7	100	
Missing	0	3	2.3		
Total		132	100		

10b. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life?
California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	5	3.8	3.8	3.8
	2	8	6.1	6.2	10
	3	21	15.9	16.2	26.2
	4	44	33.3	33.8	60
	5	32	24.2	24.6	84.6
	6 Great impact	20	15.2	15.4	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

10c. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life?
Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	5	3.8	3.8	3.8
	2	19	14.4	14.6	18.5
	3	31	23.5	23.8	42.3
	4	37	28	28.5	70.8
	5	28	21.2	21.5	92.3
	6 Great impact	10	7.6	7.7	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

10d. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life?
Santa Clara City Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	6	4.5	4.7	4.7
	2	10	7.6	7.8	12.4
	3	19	14.4	14.7	27.1
	4	26	19.7	20.2	47.3
	5	35	26.5	27.1	74.4
	6 Great impact	33	25	25.6	100
	Total	129	97.7	100	
Missing	0	3	2.3		
Total		132	100		

10ba. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Federal Government in Washington, DC.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	55	41.7	42.3	42.3
	2 Positive	43	32.6	33.1	75.4
	3 Too little to tell	32	24.2	24.6	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

10bb. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	53	40.2	41.1	41.1
	2 Positive	49	37.1	38	79.1
	3 Too little to tell	27	20.5	20.9	100
	Total	129	97.7	100	
Missing	0	3	2.3		
Total		132	100		

10bc. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	17	12.9	13.1	13.1
	2 Positive	65	49.2	50	63.1
	3 Too little to tell	48	36.4	36.9	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

10bd. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Santa Clara City Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	27	20.5	20.6	20.6
	2 Positive	84	63.6	64.1	84.7
	3 Too little to tell	20	15.2	15.3	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

11a. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Federal Government in Washington, DC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	29	22	22.3	22.3
	2	45	34.1	34.6	56.9
	3	29	22	22.3	79.2
	4	19	14.4	14.6	93.8
	5	7	5.3	5.4	99.2
	6 Great deal trust	1	0.8	0.8	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

11b. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	17	12.9	13.1	13.1
	2	37	28	28.5	41.5
	3	46	34.8	35.4	76.9
	4	19	14.4	14.6	91.5
	5	10	7.6	7.7	99.2
	6 Great deal trust	1	0.8	0.8	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

11c. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	10	7.6	7.7	7.7
	2	21	15.9	16.2	23.8
	3	43	32.6	33.1	56.9
	4	36	27.3	27.7	84.6
	5	18	13.6	13.8	98.5
	6 Great deal trust	2	1.5	1.5	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

11d. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Santa Clara City Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	16	12.1	12.3	12.3
	2	18	13.6	13.8	26.2
	3	20	15.2	15.4	41.5
	4	31	23.5	23.8	65.4
	5	34	25.8	26.2	91.5
	6 Great deal trust	11	8.3	8.5	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

12a. In general, how would you rate the ethical behavior of each group? Federal Government officials in Washington, D.C.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	43	32.6	32.8	32.8
	2	41	31.1	31.3	64.1
	3	35	26.5	26.7	90.8
	4	8	6.1	6.1	96.9
	5	4	3	3.1	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

12b. In general, how would you rate the ethical behavior of each group? California State Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	20	15.2	15.4	15.4
	2	37	28	28.5	43.8
	3	52	39.4	40	83.8
	4	14	10.6	10.8	94.6
	5	6	4.5	4.6	99.2
	6 Excellent	1	0.8	0.8	100
	Total	130	98.5	100	
Missing	0	2	1.5		
Total		132	100		

12c. In general, how would you rate the ethical behavior of each group? Santa Clara County Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	8	6.1	6.1	6.1
	2	24	18.2	18.3	24.4
	3	43	32.6	32.8	57.3
	4	32	24.2	24.4	81.7
	5	21	15.9	16	97.7
	6 Excellent	3	2.3	2.3	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

12d. In general, how would you rate the ethical behavior of each group? Santa Clara City Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	19	14.4	14.5	14.5
	2	18	13.6	13.7	28.2
	3	20	15.2	15.3	43.5
	4	31	23.5	23.7	67.2
	5	35	26.5	26.7	93.9
	6 Excellent	8	6.1	6.1	100
	Total	131	99.2	100	
Missing	0	1	0.8		
Total		132	100		

See Appendix for verbatim responses to Questions 13 and 14.

15. Over the past five years, how often would you say you have attended a City Council meeting, watched any part of a Council meeting on Cable Channel 15, or had any contact with a Council Member?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	16	12.1	12.5	12.5
	2 Rarely	28	21.2	21.9	34.4
	3 Occasionally	47	35.6	36.7	71.1
	4 Frequently	37	28	28.9	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

16. Over the past five years, how often would you say you have you gone to City Hall for information or with a question, called about an issue, applied for a permit, or had any other contact with City staff?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	14	10.6	10.9	10.9
	2 Rarely	38	28.8	29.7	40.6
	3 Occasionally	59	44.7	46.1	86.7
	4 Frequently	17	12.9	13.3	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

17. How aware, if at all, would you say you have been over the last five years that the City of Santa Clara was implementing a program in ethics and values for City leadership?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	25	18.9	19.5	19.5
	2 Not very	16	12.1	12.5	32
	3 Somewhat	39	29.5	30.5	62.5
	4 Very	48	36.4	37.5	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

18a. How aware, if at all, have you been that the City... Encouraged citizens to "Vote Ethics" during the November 2004 election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	40	30.3	31.5	31.5
	2 Not very	18	13.6	14.2	45.7
	3 Somewhat	30	22.7	23.6	69.3
	4 Very	39	29.5	30.7	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

18b. How aware, if at all, have you been that the City... Has a Code of Ethics and Values?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	17	12.9	13.6	13.6
	2 Not very	15	11.4	12	25.6
	3 Somewhat	36	27.3	28.8	54.4
	4 Very	57	43.2	45.6	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

18c. How aware, if at all, have you been that the City... Held ethics orientation sessions for Commissioners?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	43	32.6	33.9	33.9
	2 Not very	21	15.9	16.5	50.4
	3 Somewhat	32	24.2	25.2	75.6
	4 Very	31	23.5	24.4	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

18d. How aware, if at all, have you been that the City... Held ethics study sessions for the City Council?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	40	30.3	31.7	31.7
	2 Not very	30	22.7	23.8	55.6
	3 Somewhat	21	15.9	16.7	72.2
	4 Very	35	26.5	27.8	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

18e. How aware, if at all, have you been that the City... Provided training for political candidates on how to conduct an ethical political campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	44	33.3	34.6	34.6
	2 Not very	23	17.4	18.1	52.8
	3 Somewhat	23	17.4	18.1	70.9
	4 Very	37	28	29.1	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

18f. How aware, if at all, have you been that the City... Has a voluntary ordinance that caps campaign spending at about \$28,000?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	43	32.6	34.1	34.1
	2 Not very	20	15.2	15.9	50
	3 Somewhat	29	22	23	73
	4 Very	34	25.8	27	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

18g. How aware, if at all, have you been that the City... Has received state and national recognition for its Ethics and Values Program?
 18g/ How aware, if at all, have you been that the City has received State and National recognition for its Ethics and Values Program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	52	39.4	41.3	41.3
	2 Not very	17	12.9	13.5	54.8
	3 Somewhat	25	18.9	19.8	74.6
	4 Very	32	24.2	25.4	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

19. The City of Santa Clara revised its Code of Ethics and Values in 2000. As it reviews this Code, the City needs your feedback. Below is a list of leadership behaviors (in random order) that Santa Clara and other cities have identified as important to the public's trust of their local government. These are ideals which describe elected and appointed City leaders and City staff when they act at their best. In order for you to have trust and confidence in the City's government and services, how important, if at all, is each of these leadership behaviors?

a. Are dependable and do what they say they will do

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.3
	3	1	0.8	0.8	3.1
	4	8	6.1	6.3	9.4
	5	26	19.7	20.3	29.7
	6 Extremely impt	90	68.2	70.3	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

b. Take responsibility for their actions, even when it is uncomfortable or unpopular to do so

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	2	1.5	1.6	3.9
	4	6	4.5	4.7	8.7
	5	23	17.4	18.1	26.8
	6 Extremely impt	93	70.5	73.2	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
 ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

c. Are fair and treat everyone the same

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	5	3.8	3.9	6.3
	4	9	6.8	7.1	13.4
	5	21	15.9	16.5	29.9
	6 Extremely impt	89	67.4	70.1	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

d. Make impartial decisions, free of any interests that might compromise or appear to compromise their independence of judgment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	3	2.3	2.4	4.7
	4	7	5.3	5.5	10.2
	5	23	17.4	18.1	28.3
	6 Extremely impt	91	68.9	71.7	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

e. Do not use information they acquire in their public capacity for personal advantage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	2	1.5	1.6	3.1
	3	5	3.8	3.9	7
	4	6	4.5	4.7	11.7
	5	19	14.4	14.8	26.6
	6 Extremely impt	94	71.2	73.4	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

f. Are honest and tell the truth to citizens, colleagues, and staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	0.8	0.8	0.8
	3	3	2.3	2.3	3.1
	4	6	4.5	4.7	7.8
	5	17	12.9	13.3	21.1
	6 Extremely impt	101	76.5	78.9	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

g. Are open-minded and ready to explore new ideas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	3	1	0.8	0.8	2.4
	4	18	13.6	14.3	16.7
	5	36	27.3	28.6	45.2
	6 Extremely impt	69	52.3	54.8	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

h. Are collaborative, cooperating with others to achieve more than they could alone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	1	0.8	0.8	2.4
	3	1	0.8	0.8	3.2
	4	19	14.4	15.1	18.3
	5	40	30.3	31.7	50
	6 Extremely impt	63	47.7	50	100
	Total	126	95.5	100	
	Missing	0	4.5		
Total		132	100		

i. Value diversity, and seek diverse perspectives and viewpoints before making important decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	2	1.5	1.6	3.1
	3	5	3.8	3.9	7.1
	4	22	16.7	17.3	24.4
	5	27	20.5	21.3	45.7
	6 Extremely impt	69	52.3	54.3	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

j. Act with integrity, and seek to do the right thing for the City in public and in private

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	2	1.5	1.6	4
	4	5	3.8	4	8
	5	17	12.9	13.6	21.6
	6 Extremely impt	98	74.2	78.4	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

k. Have vision, and take a proactive and innovative approach to setting goals and conducting the City's business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	1	0.8	0.8	2.4
	3	5	3.8	3.9	6.3
	4	20	15.2	15.7	22
	5	28	21.2	22	44.1
	6 Extremely impt	71	53.8	55.9	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

I. Communicate the City's care for and commitment to its citizens

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	3	2.3	2.4	2.4
	2	2	1.5	1.6	4
	3	4	3	3.2	7.2
	4	24	18.2	19.2	26.4
	5	38	28.8	30.4	56.8
	6 Extremely impt	54	40.9	43.2	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

m. Engage in effective two-way communication, listening carefully and responding in ways that advance the City's goals and values

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	1	0.8	0.8	1.6
	3	1	0.8	0.8	2.4
	4	12	9.1	9.5	11.9
	5	43	32.6	34.1	46
	6 Extremely impt	68	51.5	54	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

n. Are competent, and keep their professional skills current and growing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0 Not impt at all	1	0.8	0.8	0.8
	3	1	0.8	0.8	1.6
	4	17	12.9	13.5	15.1
	5	32	24.2	25.4	40.5
	6.0 Extremely impt	75	56.8	59.5	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

o. Are service-oriented and work hard on behalf of citizens and the City

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	4	11	8.3	8.7	11
	5	36	27.3	28.3	39.4
	6 Extremely impt	77	58.3	60.6	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

p. Follow established City processes and procedures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	1	0.8	0.8	2.4
	4	18	13.6	14.5	16.9
	5	41	31.1	33.1	50
	6 Extremely impt	62	47	50	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

q. Are organized, pay attention to details, and keep deadlines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	3	1	0.8	0.8	2.4
	4	18	13.6	14.3	16.7
	5	54	40.9	42.9	59.5
	6 Extremely impt	51	38.6	40.5	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

r. Are concerned about the environment and the conservation of the City's natural resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	1	0.8	0.8	1.6
	3	5	3.8	4	5.6
	4	13	9.8	10.3	15.9
	5	28	21.2	22.2	38.1
	6 Extremely impt	78	59.1	61.9	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

s. Make prudent financial decisions, taking into account both short-term needs and long-term financial stability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	4	8	6.1	6.3	8.7
	5	33	25	26.2	34.9
	6 Extremely impt	82	62.1	65.1	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

t. Are compassionate, willing to support residents with their needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	3	3	2.3	2.4	3.2
	4	20	15.2	16.1	19.4
	5	37	28	29.8	49.2
	6 Extremely impt	63	47.7	50.8	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

u. Are empathetic, able to walk around in someone else's shoes for a while and to see the world through others' eyes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	1	0.8	0.8	2.4
	3	1	0.8	0.8	3.2
	4	24	18.2	19	22.2
	5	31	23.5	24.6	46.8
	6 Extremely impt	67	50.8	53.2	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

v. Are respectful, treating people with dignity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	3	2.3	2.4	4.8
	4	8	6.1	6.5	11.3
	5	26	19.7	21	32.3
	6 Extremely impt	84	63.6	67.7	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

w. Are responsive, do their homework, and follow-up on expressed needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	1	0.8	0.8	1.6
	3	2	1.5	1.6	3.2
	4	11	8.3	8.8	12
	5	37	28	29.6	41.6
	6 Extremely impt	73	55.3	58.4	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

x. Display ethical leadership, are role models for the best conduct in public service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	1.5	1.6	1.6
	2	1	0.8	0.8	2.4
	3	1	0.8	0.8	3.1
	4	14	10.6	11	14.2
	5	20	15.2	15.7	29.9
	6 Extremely impt	89	67.4	70.1	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

y. Are accountable, willing to explain actions and to accept fair consequences when they make mistakes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.8	0.8	0.8
	2	2	1.5	1.6	2.4
	3	1	0.8	0.8	3.1
	4	8	6.1	6.3	9.4
	5	20	15.2	15.7	25.2
	6 Extremely impt	95	72	74.8	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

20. Now, take a quick look at the list of 25 standards from Question 19. If you could only choose five behaviors for City leaders, which five do you believe are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence in the City's government and services? [NOTE: Answers were not calculated for this question for the volunteer sample.]

21. When you think about your voting behavior over the years, how often would you say you vote in Santa Clara City elections?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	6	4.5	4.7	4.7
	2 Rarely	1	0.8	0.8	5.5
	3 Some of the time	2	1.5	1.6	7
	4 Most of the time	10	7.6	7.8	14.8
	5 Almost always	109	82.6	85.2	100
	Total	128	97	100	
Missing	0	4	3		

Total	132	100		

22Did you vote in the November 2004 Santa Clara City elections for City Council?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	11	8.3	8.6	8.6
	2 Yes	117	88.6	91.4	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

23. Overall, in terms of ethics and values, election campaigns in the City of Santa Clara have...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Gotten Worse	39	29.5	36.4	36.4
	2 Gotten Better	27	20.5	25.2	61.7
	3 Same	41	31.1	38.3	100
	Total	107	81.1	100	
Missing	0	4	3		
	4 Don't know	21	15.9		
	Total	25	18.9		
Total		132	100		

24a. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Tell voters the truth about themselves?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	4	3	3.1	3.1
	2 Hardly Any	5	3.8	3.9	7.1
	3 Only a few	36	27.3	28.3	35.4
	4 Some	41	31.1	32.3	67.7
	5 Most	41	31.1	32.3	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

24b. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Tell voters the truth about opponents?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	5	3.8	4	4
	2 Hardly Any	18	13.6	14.3	18.3
	3 Only a few	45	34.1	35.7	54
	4 Some	47	35.6	37.3	91.3

	5 Most	11	8.3	8.7	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

24c. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Do whatever it takes to win?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	2	1.5	1.6	1.6
	2 Hardly Any	4	3	3.3	4.9
	3 Only a few	22	16.7	17.9	22.8
	4 Some	35	26.5	28.5	51.2
	5 Most	47	35.6	38.2	89.4
	6 All	13	9.8	10.6	100
	Total	123	93.2	100	
Missing	0	9	6.8		
Total		132	100		

24d. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Conduct what you consider to be an ethical campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	3	2.3	2.4	2.4
	2 Hardly Any	6	4.5	4.8	7.2
	3 Only a few	35	26.5	28	35.2
	4 Some	39	29.5	31.2	66.4
	5 Most	42	31.8	33.6	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

24e. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Believe they have a responsibility to try to stop their supporters from unfairly attacking an opponent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	5	3.8	4	4
	2 Hardly Any	20	15.2	16.1	20.2
	3 Only a few	44	33.3	35.5	55.6
	4 Some	35	26.5	28.2	83.9
	5 Most	17	12.9	13.7	97.6
	6 All	3	2.3	2.4	100

	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

25. During a Santa Clara City election, do endorsements of candidates by various groups or individuals make you **less likely** to trust the candidate who receives the endorsement, **more likely** to trust the candidate, or does it have **little or no impact** on your trust of the candidate? (For each endorser below, mark one square.

Mark "unfamiliar with this endorser" if you do not know enough about the group to make a judgment about trust.)

a. AFL-CIO Central Labor Council

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	15	11.4	12.5	12.5
	2 Less likely	46	34.8	38.3	50.8
	3 More likely	20	15.2	16.7	67.5
	4 No impact	39	29.5	32.5	100
	Total	120	90.9	100	
Missing	0	12	9.1		

b. City Commissioners (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	7	5.3	5.8	5.8
	2 Less likely	19	14.4	15.7	21.5
	3 More likely	37	28	30.6	52.1
	4 No impact	58	43.9	47.9	100
	Total	121	91.7	100	
Missing	0	11	8.3		
Total		132	100		

c. City Council members (current)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	6	4.5	4.8	4.8
	2 Less likely	31	23.5	25	29.8
	3 More likely	45	34.1	36.3	66.1
	4 No impact	42	31.8	33.9	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

d. City Council members (former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	6	4.5	5	5
	2 Less likely	21	15.9	17.6	22.7
	3 More likely	50	37.9	42	64.7
	4 No impact	42	31.8	35.3	100
	Total	119	90.2	100	
Missing	0	13	9.8		
Total		132	100		

e. County, State, Federal Officials (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	7	5.3	5.7	5.7
	2 Less likely	35	26.5	28.7	34.4
	3 More likely	29	22	23.8	58.2
	4 No impact	51	38.6	41.8	100
	Total	122	92.4	100	
Missing	0	10	7.6		
Total		132	100		

f. Democratic Party (local)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	5	3.8	4.2	4.2
	2 Less likely	29	22	24.2	28.3
	3 More likely	43	32.6	35.8	64.2
	4 No impact	43	32.6	35.8	100
	Total	120	90.9	100	
Missing	0	12	9.1		
Total		132	100		

g. Firefighters Union

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	5	3.8	4.1	4.1
	2 Less likely	30	22.7	24.8	28.9
	3 More likely	40	30.3	33.1	62
	4 No impact	46	34.8	38	100
	Total	121	91.7	100	
Missing	0	11	8.3		

Total	132	100		

h. Mayor (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	5	3.8	4.1	4.1
	2 Less likely	26	19.7	21.5	25.6
	3 More likely	47	35.6	38.8	64.5
	4 No impact	43	32.6	35.5	100
	Total	121	91.7	100	
Missing	0	11	8.3		
Total		132	100		

i. Police Officers Association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	3	2.3	2.5	2.5
	2 Less likely	32	24.2	26.7	29.2
	3 More likely	35	26.5	29.2	58.3
	4 No impact	50	37.9	41.7	100
	Total	120	90.9	100	
Missing	0	12	9.1		
Total		132	100		

j. Republican Party (local)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	5	3.8	4.1	4.1
	2 Less likely	53	40.2	43.4	47.5
	3 More likely	13	9.8	10.7	58.2
	4 No impact	51	38.6	41.8	100
	Total	122	92.4	100	
Missing	0	10	7.6		
Total		132	100		

k. San Jose Mercury News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	5	3.8	4	4
	2 Less likely	26	19.7	20.8	24.8
	3 More likely	53	40.2	42.4	67.2
	4 No impact	41	31.1	32.8	100

	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

I. Santa Clara County Real Estate Board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	23	17.4	18.7	18.7
	2 Less likely	45	34.1	36.6	55.3
	3 More likely	7	5.3	5.7	61
	4 No impact	48	36.4	39	100
	Total	123	93.2	100	
Missing	0	9	6.8		
Total		132	100		

m. Santa Clara County League of Conservation Voters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	17	12.9	13.8	13.8
	2 Less likely	21	15.9	17.1	30.9
	3 More likely	41	31.1	33.3	64.2
	4 No impact	44	33.3	35.8	100
	Total	123	93.2	100	
Missing	0	9	6.8		
Total		132	100		

n. Sierra Club

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	8	6.1	6.6	6.6
	2 Less likely	26	19.7	21.3	27.9
	3 More likely	38	28.8	31.1	59
	4 No impact	50	37.9	41	100
	Total	122	92.4	100	
Missing	0	10	7.6		
Total		132	100		

o. Tri-County Apartment Association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	35	26.5	29.4	29.4
	2 Less likely	31	23.5	26.1	55.5
	3 More likely	5	3.8	4.2	59.7
	4 No impact	48	36.4	40.3	100
	Total	119	90.2	100	
Missing	0	13	9.8		
Total		132	100		

26. In your opinion, how acceptable, if at all, is each of the following legal campaign practices during a Santa Clara City election? (Mark one square for each item below, using a scale where 1="not acceptable at all" and 6="highly acceptable" with 2 through 5 in between.)

a. Candidate takes every opportunity to criticize an opponent's record and position on issues, rather than presenting the candidate's own record and position.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	63	47.7	50	50
	2	37	28	29.4	79.4
	3	15	11.4	11.9	91.3
	4	7	5.3	5.6	96.8
	5	2	1.5	1.6	98.4
	6 Highly acceptable	2	1.5	1.6	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

b. Candidate refuses to compare themselves to their opponent or to criticize the opponent in any way, even if the candidate believes the criticism is warranted, and presents only the candidate's own position and record

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	7	5.3	5.6	5.6
	2	14	10.6	11.1	16.7
	3	22	16.7	17.5	34.1
	4	25	18.9	19.8	54
	5	25	18.9	19.8	73.8
	6 Highly acceptable	33	25	26.2	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

c. Candidate continues to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate; the candidate says he believes the opponent is lying, but offers no further proof for the allegation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	113	85.6	89.7	89.7
	2	9	6.8	7.1	96.8
	3	1	0.8	0.8	97.6
	5	2	1.5	1.6	99.2
	6 Highly acceptable	1	0.8	0.8	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

d. Candidate sends a mailer exaggerating their opponent's position in order to scare voters away from the opponent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	104	78.8	83.2	83.2
	2	16	12.1	12.8	96
	3	3	2.3	2.4	98.4
	4	1	0.8	0.8	99.2
	5	1	0.8	0.8	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

e. Candidate benefits from an independent political action committee whose goal is to defeat the opponent and whose funds allow weekly mailers with unsubstantiated allegations attacking the opponent's character

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	100	75.8	80	80
	2	15	11.4	12	92
	3	5	3.8	4	96
	4	3	2.3	2.4	98.4
	5	2	1.5	1.6	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

f. Candidate sends a negative mail piece in the last few days claiming that the opponent had once filed for bankruptcy and been sued for breach of contract, but fails to mention that all debts had been paid and the case never came to court.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	110	83.3	88.7	88.7
	2	9	6.8	7.3	96
	3	3	2.3	2.4	98.4
	5	2	1.5	1.6	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

27. Voters received information in the November 3, 2004 election from a variety of sources. As best you can recall, how important, if at all, were the following to the way you thought about Santa Clara candidates in the November 2004 election? a. CAC Candidate Forum (10/14/04, viewed n person or on Cable Channel 15)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	38	28.8	29.9	29.9
	2 Don't recall	27	20.5	21.3	51.2
	3 Not important	2	1.5	1.6	52.8
	4 Somewhat important	25	18.9	19.7	72.4
	5 Very important	21	15.9	16.5	89
	6 Extremely important	14	10.6	11	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

27b. Candidates coming to your door

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	20	15.2	16.1	16.1
	2 Don't recall	16	12.1	12.9	29
	3 Not important	12	9.1	9.7	38.7
	4 Somewhat important	38	28.8	30.6	69.4
	5 Very important	20	15.2	16.1	85.5
	6 Extremely important	18	13.6	14.5	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

27c. Candidate flyers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	22	16.7	17.5	17.5
	2 Don't recall	5	3.8	4	21.4
	3 Not important	25	18.9	19.8	41.3
	4 Somewhat important	58	43.9	46	87.3
	5 Very important	11	8.3	8.7	96
	6 Extremely important	5	3.8	4	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

27d. Candidate ads in newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	26	19.7	21	21
	2 Don't recall	11	8.3	8.9	29.8
	3 Not important	36	27.3	29	58.9
	4 Somewhat important	41	31.1	33.1	91.9
	5 Very important	7	5.3	5.6	97.6
	6 Extremely important	3	2.3	2.4	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

27e. Candidate materials received in the mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	23	17.4	18.3	18.3
	2 Don't recall	3	2.3	2.4	20.6
	3 Not important	22	16.7	17.5	38.1
	4 Somewhat important	62	47	49.2	87.3
	5 Very important	12	9.1	9.5	96.8
	6 Extremely important	4	3	3.2	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

27f. League of Women Voters Final Word Forum (11/2/04, viewed in person or on Cable Channel 15)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	32	24.2	25.4	25.4
	2 Don't recall	18	13.6	14.3	39.7
	3 Not important	11	8.3	8.7	48.4
	4 Somewhat important	31	23.5	24.6	73
	5 Very important	17	12.9	13.5	86.5
	6 Extremely important	17	12.9	13.5	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

27g. Talking with other residents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	10	7.6	7.9	7.9
	2 Don't recall	6	4.5	4.8	12.7
	3 Not important	9	6.8	7.1	19.8
	4 Somewhat important	46	34.8	36.5	56.3
	5 Very important	42	31.8	33.3	89.7
	6 Extremely important	13	9.8	10.3	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

27h. Vote Ethics information on Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	43	32.6	33.9	33.9
	2 Don't recall	27	20.5	21.3	55.1
	3 Not important	9	6.8	7.1	62.2
	4 Somewhat important	18	13.6	14.2	76.4
	5 Very important	22	16.7	17.3	93.7
	6 Extremely important	8	6.1	6.3	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

27i. Vote Ethics four-page insert in City newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	31	23.5	25.2	25.2
	2 Don't recall	26	19.7	21.1	46.3
	3 Not important	12	9.1	9.8	56.1
	4 Somewhat important	28	21.2	22.8	78.9
	5 Very important	20	15.2	16.3	95.1
	6 Extremely important	6	4.5	4.9	100
	Total	123	93.2	100	
Missing	0	9	6.8		
Total		132	100		

27j. Vote Ethics material in utility bills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	29	22	23	23
	2 Don't recall	33	25	26.2	49.2
	3 Not important	10	7.6	7.9	57.1
	4 Somewhat important	33	25	26.2	83.3
	5 Very important	16	12.1	12.7	96
	6 Extremely important	5	3.8	4	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

27k. Voter Information Pamphlet (from the County)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	9	6.8	7.1	7.1
	2 Don't recall	8	6.1	6.3	13.4
	3 Not important	13	9.8	10.2	23.6
	4 Somewhat important	39	29.5	30.7	54.3
	5 Very important	39	29.5	30.7	85
	6 Extremely important	19	14.4	15	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

28. Do you typically feel that you have not enough information, too much, or just about the right amount to make an informed voting choice for local elections in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not enough	63	47.7	49.6	49.6
	2 Too much	19	14.4	15	64.6
	3 Right amount	45	34.1	35.4	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

29. The City has a Campaign Finance Ordinance which sets a voluntary spending limit on the amount candidates can spend on their campaign in Santa Clara. In November 2004 that cap was about \$28,000. Does that amount seem too little, too much, or just the right amount to spend on a local campaign in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Too little	18	13.6	14.5	14.5
	2 Too much	33	25	26.6	41.1
	3 Just the right amount	73	55.3	58.9	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

30. These days people get their news from many different sources. How important to you are each of the following as sources of local news and information? a. Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	34	25.8	26.6	26.6
	2	15	11.4	11.7	38.3
	3	29	22	22.7	60.9
	4	19	14.4	14.8	75.8
	5	22	16.7	17.2	93
	6 Extremely	9	6.8	7	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

30b. Inside Santa Clara municipal newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	18	13.6	14.3	14.3
	2	14	10.6	11.1	25.4
	3	23	17.4	18.3	43.7
	4	31	23.5	24.6	68.3
	5	25	18.9	19.8	88.1
	6 Extremely	15	11.4	11.9	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

30c. Local radio news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	22	16.7	17.6	17.6
	2	17	12.9	13.6	31.2
	3	29	22	23.2	54.4
	4	33	25	26.4	80.8
	5	14	10.6	11.2	92
	6 Extremely	10	7.6	8	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

30d. Local TV news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	12	9.1	9.6	9.6
	2	14	10.6	11.2	20.8
	3	28	21.2	22.4	43.2
	4	34	25.8	27.2	70.4
	5	27	20.5	21.6	92
	6 Extremely	10	7.6	8	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

30e. Mission City Scenes utility bill insert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	16	12.1	12.6	12.6
	2	14	10.6	11	23.6
	3	34	25.8	26.8	50.4
	4	32	24.2	25.2	75.6
	5	22	16.7	17.3	92.9
	6 Extremely	9	6.8	7.1	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

30f. National newspapers (like the New York Times or Wall Street Journal, excluding the San Jose Mercury News which we list below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	55	41.7	43.7	43.7
	2	21	15.9	16.7	60.3
	3	18	13.6	14.3	74.6
	4	10	7.6	7.9	82.5
	5	14	10.6	11.1	93.7
	6 Extremely	8	6.1	6.3	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

30g. National radio news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	49	37.1	39.2	39.2
	2	25	18.9	20	59.2
	3	19	14.4	15.2	74.4
	4	16	12.1	12.8	87.2
	5	8	6.1	6.4	93.6
	6 Extremely	8	6.1	6.4	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

30h. National TV news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	42	31.8	33.1	33.1
	2	31	23.5	24.4	57.5
	3	21	15.9	16.5	74
	4	16	12.1	12.6	86.6
	5	11	8.3	8.7	95.3
	6 Extremely	6	4.5	4.7	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

30i. San Jose Mercury News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	11	8.3	8.7	8.7
	2	7	5.3	5.6	14.3
	3	28	21.2	22.2	36.5
	4	28	21.2	22.2	58.7
	5	22	16.7	17.5	76.2
	6 Extremely	30	22.7	23.8	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

30j. Santa Clara Weekly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	13	9.8	10.5	10.5
	2	8	6.1	6.5	16.9
	3	29	22	23.4	40.3
	4	29	22	23.4	63.7
	5	26	19.7	21	84.7
	6 Extremely	19	14.4	15.3	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

30k. Santa Clara City Website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	18	13.6	14.2	14.2
	2	13	9.8	10.2	24.4
	3	24	18.2	18.9	43.3
	4	27	20.5	21.3	64.6
	5	24	18.2	18.9	83.5
	6 Extremely	21	15.9	16.5	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

30l. Internet news sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	24	18.2	19.2	19.2
	2	20	15.2	16	35.2
	3	24	18.2	19.2	54.4
	4	26	19.7	20.8	75.2
	5	18	13.6	14.4	89.6
	6 Extremely	13	9.8	10.4	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

30m. Watching City Council meetings on Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	23	17.4	18	18
	2	16	12.1	12.5	30.5
	3	20	15.2	15.6	46.1
	4	21	15.9	16.4	62.5
	5	27	20.5	21.1	83.6
	6 Extremely	21	15.9	16.4	100
	Total	128	97	100	
Missing	0	4	3		
Total		132	100		

30n. Weekly news magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	46	34.8	37.1	37.1
	2	28	21.2	22.6	59.7
	3	26	19.7	21	80.6
	4	11	8.3	8.9	89.5
	5	9	6.8	7.3	96.8
	6 Extremely	4	3	3.2	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

31. Generally speaking, whether you are registered to vote or not, which political party, if any, do you most affiliate with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Democrat	76	57.6	59.8	59.8
	2 Green	4	3	3.1	63
	3 Independent	7	5.3	5.5	68.5
	4 Libertarian	3	2.3	2.4	70.9
	6 Republican	25	18.9	19.7	90.6
	8 None	12	9.1	9.4	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

32a. People like me can have a big impact on making the City of Santa Clara a better place to live.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	3	2.3	2.4	2.4
	2	8	6.1	6.3	8.7
	3	16	12.1	12.6	21.3
	4	41	31.1	32.3	53.5
	5	26	19.7	20.5	74
	6 Strongly Agree	33	25	26	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

32b. Generally speaking, those we elect to Congress in Washington, D.C., care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	25	18.9	19.7	19.7
	2	42	31.8	33.1	52.8
	3	22	16.7	17.3	70.1
	4	26	19.7	20.5	90.6
	5	8	6.1	6.3	96.9
	6 Strongly Agree	4	3	3.1	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

32c. Generally speaking, those we elect to Santa Clara County offices care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	11	8.3	8.8	8.8
	2	24	18.2	19.2	28
	3	38	28.8	30.4	58.4
	4	32	24.2	25.6	84
	5	14	10.6	11.2	95.2
	6 Strongly Agree	6	4.5	4.8	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

32d. Generally speaking, those we elect to the Santa Clara City Council care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	13	9.8	10.5	10.5
	2	15	11.4	12.1	22.6
	3	23	17.4	18.5	41.1
	4	35	26.5	28.2	69.4
	5	26	19.7	21	90.3
	6 Strongly Agree	12	9.1	9.7	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

32e. Sometimes City politics seem so complicated that people like me can't really understand what's going on.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	37	28	29.1	29.1
	2	22	16.7	17.3	46.5
	3	20	15.2	15.7	62.2
	4	24	18.2	18.9	81.1
	5	18	13.6	14.2	95.3
	6 Strongly Agree	6	4.5	4.7	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

32f. I know a lot about City politics and public affairs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	5	3.8	4	4
	2	13	9.8	10.3	14.3
	3	32	24.2	25.4	39.7
	4	34	25.8	27	66.7
	5	20	15.2	15.9	82.5
	6 Strongly Agree	22	16.7	17.5	100
	Total	126	95.5	100	
Missing	0	6	4.5		
Total		132	100		

32g. Voting is the only way people like me can have any say in how the City government runs things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	19	14.4	15.2	15.2
	2	23	17.4	18.4	33.6
	3	25	18.9	20	53.6
	4	18	13.6	14.4	68
	5	20	15.2	16	84
	6 Strongly Agree	20	15.2	16	100
	Total	125	94.7	100	
Missing	0	7	5.3		
Total		132	100		

32h. I often engage in conversation with my friends about City politics and public affairs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	12	9.1	9.4	9.4
	2	13	9.8	10.2	19.7
	3	25	18.9	19.7	39.4
	4	21	15.9	16.5	55.9
	5	32	24.2	25.2	81.1
	6 Strongly Agree	24	18.2	18.9	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

32i. I make volunteer community service an important part of my life.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	13	9.8	10.5	10.5
	2	10	7.6	8.1	18.5
	3	16	12.1	12.9	31.5
	4	24	18.2	19.4	50.8
	5	20	15.2	16.1	66.9
	6 Strongly Agree	41	31.1	33.1	100
	Total	124	93.9	100	
Missing	0	8	6.1		
Total		132	100		

33. In what year were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1918	1	0.8	0.8	0.8
	1922	1	0.8	0.8	1.6
	1924	1	0.8	0.8	2.5
	1930	2	1.5	1.6	4.1
	1932	1	0.8	0.8	4.9
	1934	1	0.8	0.8	5.7
	1935	2	1.5	1.6	7.4
	1936	2	1.5	1.6	9
	1937	1	0.8	0.8	9.8
	1939	2	1.5	1.6	11.5
	1940	1	0.8	0.8	12.3
	1941	1	0.8	0.8	13.1
	1942	2	1.5	1.6	14.8
	1943	2	1.5	1.6	16.4
	1944	3	2.3	2.5	18.9
	1945	3	2.3	2.5	21.3
	1946	4	3	3.3	24.6
	1947	2	1.5	1.6	26.2
	1948	3	2.3	2.5	28.7
	1949	1	0.8	0.8	29.5
	1950	3	2.3	2.5	32
	1951	2	1.5	1.6	33.6
	1952	4	3	3.3	36.9
	1953	6	4.5	4.9	41.8
	1954	4	3	3.3	45.1
	1955	6	4.5	4.9	50
	1956	8	6.1	6.6	56.6
	1957	3	2.3	2.5	59
	1958	4	3	3.3	62.3
	1959	2	1.5	1.6	63.9
	1960	5	3.8	4.1	68
	1961	3	2.3	2.5	70.5
	1962	3	2.3	2.5	73
	1963	2	1.5	1.6	74.6
	1964	2	1.5	1.6	76.2
	1965	3	2.3	2.5	78.7
	1966	3	2.3	2.5	81.1
	1967	1	0.8	0.8	82
	1968	3	2.3	2.5	84.4
ORGANIZED		COMMUNICATIVE	COLLABORATIVE	PROGRESSIVE	

	1969	2	1.5	1.6	86.1
	1970	3	2.3	2.5	88.5
	1971	1	0.8	0.8	89.3
	1972	2	1.5	1.6	91
	1973	1	0.8	0.8	91.8
	1974	1	0.8	0.8	92.6
	1975	2	1.5	1.6	94.3
	1976	2	1.5	1.6	95.9
	1977	1	0.8	0.8	96.7
	1978	1	0.8	0.8	97.5
	1979	1	0.8	0.8	98.4
	1980	1	0.8	0.8	99.2
	1982	1	0.8	0.8	100
	Total	122	92.4	100	
Missing	System	10	7.6		
Total		132	100		

34. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Female	53	40.2	41.7	41.7
	2 Male	74	56.1	58.3	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

35. Which of the following best describes the highest level of formal education you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 Completed HS/GED	3	2.3	2.4	2.4
	5 Some college/AA	38	28.8	29.9	32.3
	6 Completed college	37	28	29.1	61.4
	7 Some grad/MA	41	31.1	32.3	93.7
	8 Ph.D./post grad	8	6.1	6.3	100
	Total	127	96.2	100	
Missing	0	5	3.8		
Total		132	100		

36. The next two questions ask about ethnicity and race in the manner in which the 2000 U.S. Census did. Please answer both question 36 and Question 37. Do you consider yourself of Hispanic or Latino origin? (Mark one square.)

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1 No	118	89.4	96.7	96.7
	2 Yes	4	3	3.3	100
	Total	122	92.4	100	
Missing	0	10	7.6		
Total		132	100		

37. Which of the following do you consider yourself to be? (Mark all that apply.) African American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	1	0.8	50	50
	5	1	0.8	50	100
	Total	2	1.5	100	
Missing	0	130	98.5		
Total		132	100		

American Indian and Alaskan Native

		Frequency	Percent
Valid	1 Checked	2	1.5
Missing	0	129	97.7
	System	1	0.8
	Total	130	98.5
Total		132	100

		Frequency	Percent
Valid	1 Checked	8	6.1
Missing	0	123	93.2
	System	1	0.8
	Total	124	93.9
Total		132	100

Native Hawaiian or other Pacific Islander

		Frequency	Percent
Missing	0	131	99.2
	System	1	0.8
	Total	132	100

		Frequency	Percent
Valid	1 Checked	102	77.3
Missing	0	29	22
	System	1	0.8

	Total	30	22.7
Total		132	100

		Frequency	Percent
Valid	1 Checked	9	6.8
Missing	0	122	92.4
	System	1	0.8
	Total	123	93.2
Total		132	100

		Frequency	Percent
Valid	1 Checked	3	2.3
Missing	0	128	97
	System	1	0.8
	Total	129	97.7
Total		132	100

APPENDIX D: SCIENTIFIC SAMPLE ORIGINAL DATA TABLES

This appendix contains the responses of the random, scientific sample to all survey questions with pre-selected answers. Answers to open-ended questions are located in Appendix ???. In questions which contain many categories, basic descriptive statistics are presented. The total number of surveys is 330.

For Tables 3 and following, the highlighted column labeled “Valid Percent” contains the percentages cited throughout the report. “Frequency” = number of survey participants selecting that answer. “Missing” = number of surveys who left the answer blank (usually the result of skipping the question because of fatigue, declining to answer the question, or skipping the question unintentionally.) “Percent” = Frequency/330. “Valid Percent” subtracts the number “missing” from 330. For example, in Table 3, with four missing, valid percent = frequency/226 (i.e., 330-4=226). “Cumulative Percent”: first row = first row of valid percent; second row = adds together first row of valid percent + second row of valid percent; third row adds the third row of valid percent to the second row total.

1.

How many years have you lived in the City of Santa Clara as an adult (that is, since your 18th birthday), counting any time you have lived here?
2.

How many years, if any, did you live in the City of Santa Clara prior to your 18th birthday, counting any time you have lived here?

Valid surveys	319	Valid surveys	49
Missing surveys	11	Missing surveys	281
Mean	19	Mean	11
Median	15	Median	10
Mode	1	Mode	18
Std. Deviation	15	Std. Deviation	6
Variance	214	Variance	37
Minimum	1	Minimum	1
Maximum	55	Maximum	18
Percentiles		Percentiles	
	25%	25%	6
	50%	50%	10
	75%	75%	18

3. Do you own your own home, rent, or have a lease-to-own arrangement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 own	242	73	74	74.2
	2 rent	82	25	25	99.4
	3 Lease to own	2	1	1	100
	Total	326	99	100	
Missing	0	4	1		
Total		330	100		

4. Do you expect to be living in the City of Santa Clara five years from now?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 gone	53	16.1	16.4	16.4
	2 still living here	271	82.1	83.6	100
	Total	324	98.2	100	
Missing	0	6	1.8		
Total		330	100		

5. Which of the following statements comes closest to your overall feeling: The City of Santa Clara is generally going in the right direction. The City of Santa Clara is generally going in the wrong direction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 right direction	297	90	93.7	93.7
	2 wrong direction	20	6.1	6.3	100
	Total	317	96.1	100	
Missing	0	13	3.9		
Total		330	100		

6. How proud, if at all, are you to tell people you live in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 not at all	9	2.7	2.8	2.8
	2 not very	19	5.8	5.8	8.6
	3 somewhat	137	41.5	42.2	50.8
	4 very	160	48.5	49.2	100
	Total	325	98.5	100	
Missing	0	5	1.5		
Total		330	100		

7a. How would you rate the City of Santa Clara as a place to ...feel safe and secure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	1	0.3	0.3	0.3
	3	4	1.2	1.2	1.5
	4	12	3.6	3.7	5.2
	5	58	17.6	17.7	22.9
	6	151	45.8	46.2	69.1
	7 excellent	101	30.6	30.9	100
	Total	327	99.1	100	
Missing	0	3	0.9		
Total		330	100		

7b. How would you rate the City of Santa Clara as a place to ... live after retirement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	38	11.5	11.8	11.8
	2 poor	21	6.4	6.5	18.3
	3	28	8.5	8.7	27
	4	46	13.9	14.3	41.3
	5	60	18.2	18.6	59.9
	6	61	18.5	18.9	78.9
	7 excellent	68	20.6	21.1	100
	Total	322	97.6	100	
Missing	0	8	2.4		
Total		330	100		

7c. How would you rate the City of Santa Clara as a place to ... raise a family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	26	7.9	8	8
	2 poor	3	0.9	0.9	9
	3	13	3.9	4	13
	4	31	9.4	9.6	22.6
	5	63	19.1	19.5	42.1
	6	100	30.3	31	73.1
	7 excellent	87	26.4	26.9	100
	Total	323	97.9	100	
Missing	0	7	2.1		
Total		330	100		

7d. How would you rate the City of Santa Clara as a place to ...spend leisure time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	2	0.6	0.6	0.6
	2 poor	20	6.1	6.2	6.8
	3	30	9.1	9.3	16
	4	67	20.3	20.7	36.7
	5	86	26.1	26.5	63.3
	6	68	20.6	21	84.3
	7 excellent	51	15.5	15.7	100
	Total	324	98.2	100	
Missing	0	6	1.8		
Total		330	100		

7e. How would you rate the City of Santa Clara as a place to...work and do business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	21	6.4	6.5	6.5
	2 poor	1	0.3	0.3	6.8
	3	7	2.1	2.2	9
	4	16	4.8	5	13.9
	5	75	22.7	23.2	37.2
	6	111	33.6	34.4	71.5
	7 excellent	92	27.9	28.5	100
	Total	323	97.9	100	
Missing	0	7	2.1		
Total		330	100		

7f. How would you rate the City of Santa Clara ...overall as a place to live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	1	0.3	0.3	0.3
	2 poor	1	0.3	0.3	0.6
	3	2	0.6	0.6	1.2
	4	26	7.9	8	9.2
	5	72	21.8	22.2	31.4
	6	135	40.9	41.5	72.9
	7 excellent	88	26.7	27.1	100
	Total	325	98.5	100	
Missing	0	5	1.5		
Total		330	100		

8a. How would you rate the following City services: Fire Department?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	90	27.3	27.9	27.9
	3	1	0.3	0.3	28.2
	4	6	1.8	1.9	30
	5	18	5.5	5.6	35.6
	6	76	23	23.5	59.1
	7 excellent	132	40	40.9	100
	Total	323	97.9	100	
Missing	0	7	2.1		
Total		330	100		

8b. How would you rate the following City services: Garbage disposal, recycling, and Clean Green?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	6	1.8	1.8	1.8
	2 poor	9	2.7	2.8	4.6
	3	11	3.3	3.4	8
	4	19	5.8	5.8	13.8
	5	49	14.8	15	28.7
	6	142	43	43.4	72.2
	7 excellent	91	27.6	27.8	100
	Total	327	99.1	100	
Missing	0	3	0.9		
Total		330	100		

8c. How would you rate the following City services: Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	30	9.1	9.3	9.3
	2 poor	1	0.3	0.3	9.6
	3	2	0.6	0.6	10.2
	4	5	1.5	1.5	11.7
	5	26	7.9	8	19.8
	6	82	24.8	25.3	45.1
	7 excellent	178	53.9	54.9	100
	Total	324	98.2	100	
Missing	0	6	1.8		
Total		330	100		

8d. How would you rate the following City services: Municipal code enforcement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	110	33.3	34.5	34.5
	2 poor	17	5.2	5.3	39.8
	3	4	1.2	1.3	41.1
	4	32	9.7	10	51.1
	5	45	13.6	14.1	65.2
	6	75	22.7	23.5	88.7
	7 excellent	36	10.9	11.3	100
	Total	319	96.7	100	
Missing	0	11	3.3		
Total		330	100		

8e. How would you rate the following City services: Municipal utilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	14	4.2	4.3	4.3
	2 poor	2	0.6	0.6	4.9
	3	5	1.5	1.5	6.4
	4	5	1.5	1.5	8
	5	34	10.3	10.4	18.4
	6	94	28.5	28.8	47.2
	7 excellent	172	52.1	52.8	100
	Total	326	98.8	100	
Missing	0	4	1.2		
Total		330	100		

8f. How would you rate the following City services: Parks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	10	3	3.1	3.1
	2 poor	3	0.9	0.9	4
	3	5	1.5	1.6	5.6
	4	13	3.9	4	9.6
	5	62	18.8	19.3	28.9
	6	107	32.4	33.2	62.1
	7 excellent	122	37	37.9	100
	Total	322	97.6	100	
Missing	0	8	2.4		
Total		330	100		

8g. How would you rate the following City services: Permit Center?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	180	54.5	58.1	58.1
	2 poor	5	1.5	1.6	59.7
	3	7	2.1	2.3	61.9
	4	11	3.3	3.5	65.5
	5	35	10.6	11.3	76.8
	6	38	11.5	12.3	89
	7 excellent	34	10.3	11	100
	Total	310	93.9	100	
Missing	0	20	6.1		
Total		330	100		

8h. How would you rate the following City services: Police Department?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	56	17	17.3	17.3
	2 poor	11	3.3	3.4	20.7
	3	11	3.3	3.4	24.1
	4	13	3.9	4	28.1
	5	38	11.5	11.7	39.8
	6	94	28.5	29	68.8
	7 excellent	101	30.6	31.2	100
	Total	324	98.2	100	
Missing	0	6	1.8		
Total		330	100		

8i. How would you rate the following City services: Recreation programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	64	19.4	19.9	19.9
	3	5	1.5	1.6	21.4
	4	15	4.5	4.7	26.1
	5	59	17.9	18.3	44.4
	6	98	29.7	30.4	74.8
	7 excellent	81	24.5	25.2	100
	Total	322	97.6	100	
Missing	0	8	2.4		
Total		330	100		

8j. How would you rate the following City services: Street maintenance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 don't know	6	1.8	1.8	1.8
	2 poor	9	2.7	2.8	4.6
	3	19	5.8	5.8	10.5
	4	27	8.2	8.3	18.8
	5	75	22.7	23.1	41.8
	6	105	31.8	32.3	74.2
	7 excellent	84	25.5	25.8	100
	Total	325	98.5	100	
Missing	0	5	1.5		
Total		330	100		

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
 ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

9. In Santa Clara, have you ever run for or been elected to public office; been appointed to a City Commission, Board, or Committee; volunteered significant time on a City political campaign; or worked as a City employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	302	91.5	92.9	92.9
	2 Yes	23	7	7.1	100
	Total	325	98.5	100	
Missing	0	5	1.5		
Total		330	100		

10a. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life? Federal Government in Washington, D.C.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	23	7	7.2	7.2
	2	41	12.4	12.8	20
	3	52	15.8	16.3	36.3
	4	86	26.1	26.9	63.1
	5	67	20.3	20.9	84.1
	6 Great impact	51	15.5	15.9	100
	Total	320	97	100	
Missing	0	10	3		
Total		330	100		

10b. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life? California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	13	3.9	4.1	4.1
	2	28	8.5	8.8	12.9
	3	47	14.2	14.7	27.6
	4	82	24.8	25.7	53.3
	5	86	26.1	27	80.3
	6 Great impact	63	19.1	19.7	100
	Total	319	96.7	100	
Missing	0	11	3.3		
Total		330	100		

10c. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life? Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	25	7.6	7.8	7.8
	2	40	12.1	12.5	20.3
	3	69	20.9	21.6	41.9
	4	93	28.2	29.1	70.9
	5	55	16.7	17.2	88.1
	6 Great impact	38	11.5	11.9	100
	Total	320	97	100	
Missing	0	10	3		
Total		330	100		

10d. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life? Santa Clara City Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No impact	19	5.8	5.9	5.9
	2	30	9.1	9.4	15.3
	3	54	16.4	16.9	32.2
	4	83	25.2	25.9	58.1
	5	70	21.2	21.9	80
	6 Great impact	64	19.4	20	100
	Total	320	97	100	
Missing	0	10	3		
Total		330	100		

10ba. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Federal Government in Washington, DC.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	135	40.9	43	43
	2 Positive	97	29.4	30.9	73.9
	3 Too little to tell	82	24.8	26.1	100
	Total	314	95.2	100	
Missing	0	16	4.8		
Total		330	100		

10bb. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	105	31.8	33.4	33.4
	2 Positive	138	41.8	43.9	77.4
	3 Too little to tell	71	21.5	22.6	100
	Total	314	95.2	100	
Missing	0	16	4.8		
Total		330	100		

10bc. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	20	6.1	6.3	6.3
	2 Positive	169	51.2	53.1	59.4
	3 Too little to tell	129	39.1	40.6	100
	Total	318	96.4	100	
Missing	0	12	3.6		
Total		330	100		

10bd. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? Santa Clara City Government

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Negative	14	4.2	4.4	4.4
	2 Positive	228	69.1	71	75.4
	3 Too little to tell	79	23.9	24.6	100
	Total	321	97.3	100	
Missing	0	9	2.7		
Total		330	100		

11a. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Federal Government in Washington, DC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	84	25.5	26.4	26.4
	2	94	28.5	29.6	56
	3	66	20	20.8	76.7
	4	49	14.8	15.4	92.1
	5	18	5.5	5.7	97.8
	6 Great deal trust	7	2.1	2.2	100
	Total	318	96.4	100	
Missing	0	12	3.6		
Total		330	100		

11b. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? California State Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	40	12.1	12.6	12.6
	2	91	27.6	28.7	41.3
	3	88	26.7	27.8	69.1
	4	63	19.1	19.9	89
	5	28	8.5	8.8	97.8
	6 Great deal trust	7	2.1	2.2	100
	Total	317	96.1	100	
Missing	0	13	3.9		
Total		330	100		

11c. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Santa Clara County Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	17	5.2	5.5	5.5
	2	30	9.1	9.6	15.1
	3	88	26.7	28.3	43.4
	4	101	30.6	32.5	75.9
	5	64	19.4	20.6	96.5
	6 Great deal trust	11	3.3	3.5	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

11d. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? Santa Clara City Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No trust	14	4.2	4.4	4.4
	2	17	5.2	5.4	9.8
	3	43	13	13.6	23.3
	4	97	29.4	30.6	53.9
	5	105	31.8	33.1	87.1
	6 Great deal trust	41	12.4	12.9	100
	Total	317	96.1	100	
Missing	0	13	3.9		
Total		330	100		

12a. In general, how would you rate the ethical behavior of each group? Federal Government officials in Washington, D.C.?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	117	35.5	37.4	37.4
	2	85	25.8	27.2	64.5
	3	52	15.8	16.6	81.2
	4	46	13.9	14.7	95.8
	5	11	3.3	3.5	99.4
	6 Excellent	2	0.6	0.6	100

	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

12b. In general, how would you rate the ethical behavior of each group? California State Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	58	17.6	18.4	18.4
	2	92	27.9	29.2	47.6
	3	85	25.8	27	74.6
	4	53	16.1	16.8	91.4
	5	24	7.3	7.6	99
	6 Excellent	3	0.9	1	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

12c. In general, how would you rate the ethical behavior of each group? Santa Clara County Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	14	4.2	4.7	4.7
	2	26	7.9	8.7	13.4
	3	99	30	33.1	46.5
	4	103	31.2	34.4	80.9
	5	50	15.2	16.7	97.7
	6 Excellent	7	2.1	2.3	100
	Total	299	90.6	100	
Missing	0	31	9.4		
Total		330	100		

12d. In general, how would you rate the ethical behavior of each group? Santa Clara City Government officials?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Poor	14	4.2	4.5	4.5
	2	14	4.2	4.5	9.1
	3	51	15.5	16.6	25.6
	4	100	30.3	32.5	58.1
	5	100	30.3	32.5	90.6
	6 Excellent	29	8.8	9.4	100
	Total	308	93.3	100	
Missing	0	22	6.7		
Total		330	100		

See Appendix for verbatim responses to Questions 13 and 14.

15. Over the past five years, how often would you say you have attended a City Council meeting, watched any part of a Council meeting on Cable Channel 15, or had any contact with a Council Member?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	145	43.9	45.2	45.2
	2 Rarely	87	26.4	27.1	72.3
	3 Occasionally	75	22.7	23.4	95.6
	4 Frequently	14	4.2	4.4	100
	Total	321	97.3	100	
Missing	0	9	2.7		
Total		330	100		

16. Over the past five years, how often would you say you have you gone to City Hall for information or with a question, called about an issue, applied for a permit, or had any other contact with City staff?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	99	30	30.7	30.7
	2 Rarely	115	34.8	35.7	66.5
	3 Occasionally	90	27.3	28	94.4
	4 Frequently	18	5.5	5.6	100
	Total	322	97.6	100	
Missing	0	8	2.4		
Total		330	100		

17. How aware, if at all, would you say you have been over the last five years that the City of Santa Clara was implementing a program in ethics and values for City leadership?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	168	50.9	52.3	52.3
	2 Not very	76	23	23.7	76
	3 Somewhat	58	17.6	18.1	94.1
	4 Very	19	5.8	5.9	100
	Total	321	97.3	100	
Missing	0	9	2.7		
Total		330	100		

18a. How aware, if at all, have you been that the City... Encouraged citizens to "Vote Ethics" during the November 2004 election?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	196	59.4	61.3	61.3
	2 Not very	57	17.3	17.8	79.1
	3 Somewhat	55	16.7	17.2	96.3
	4 Very	12	3.6	3.8	100
	Total	320	97	100	
Missing	0	10	3		
Total		330	100		

18b. How aware, if at all, have you been that the City... Has a Code of Ethics and Values?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	128	38.8	40.9	40.9
	2 Not very	65	19.7	20.8	61.7
	3 Somewhat	83	25.2	26.5	88.2
	4 Very	37	11.2	11.8	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

18c. How aware, if at all, have you been that the City... Held ethics orientation sessions for Commissioners?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	210	63.6	66.2	66.2
	2 Not very	65	19.7	20.5	86.8
	3 Somewhat	32	9.7	10.1	96.8
	4 Very	10	3	3.2	100
	Total	317	96.1	100	
Missing	0	13	3.9		
Total		330	100		

18d. How aware, if at all, have you been that the City... Held ethics study sessions for the City Council?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	214	64.8	67.9	67.9
	2 Not very	57	17.3	18.1	86
	3 Somewhat	32	9.7	10.2	96.2
	4 Very	12	3.6	3.8	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

18e. How aware, if at all, have you been that the City... Provided training for political candidates on how to conduct an ethical political campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	220	66.7	69	69
	2 Not very	71	21.5	22.3	91.2
	3 Somewhat	19	5.8	6	97.2
	4 Very	9	2.7	2.8	100
	Total	319	96.7	100	
Missing	0	11	3.3		
Total		330	100		

18f. How aware, if at all, have you been that the City... Has a voluntary ordinance that caps campaign spending at about \$28,000?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	216	65.5	67.7	67.7
	2 Not very	55	16.7	17.2	85
	3 Somewhat	31	9.4	9.7	94.7
	4 Very	17	5.2	5.3	100
	Total	319	96.7	100	
Missing	0	11	3.3		
Total		330	100		

18g. How aware, if at all, have you been that the City has received State and National recognition for its Ethics and Values Program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not at all	230	69.7	72.1	72.1
	2 Not very	48	14.5	15	87.1
	3 Somewhat	28	8.5	8.8	95.9
	4 Very	13	3.9	4.1	100
	Total	319	96.7	100	
Missing	0	11	3.3		
Total		330	100		

21. The City of Santa Clara revised its Code of Ethics and Values in 2000. As it reviews this Code, the City needs your feedback. Below is a list of leadership behaviors (in random order) that Santa Clara and other cities have identified as important to the public's trust of their local government. These are ideals which describe elected and appointed City leaders and City staff when they act at their best. In order for you to have trust and confidence in the City's government and services, how important, if at all, is each of these leadership behaviors?

a. Are dependable and do what they say they will do

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	1	0.3	0.3	1
	3	3	0.9	1	1.9
	4	22	6.7	7	8.9
	5	68	20.6	21.6	30.5
	6 Extremely impt	219	66.4	69.5	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

b. Take responsibility for their actions, even when it is uncomfortable or unpopular to do so

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	2	0.6	0.6	1.3
	3	3	0.9	1	2.2
	4	16	4.8	5.1	7.3
	5	62	18.8	19.8	27.2
	6 Extremely impt	228	69.1	72.8	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

c. Are fair and treat everyone the same

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	1	0.3	0.3	1
	3	10	3	3.2	4.2
	4	26	7.9	8.4	12.6
	5	64	19.4	20.6	33.2
	6 Extremely impt	207	62.7	66.8	100
	Total	310	93.9	100	
Missing	0	20	6.1		
Total		330	100		

d. Make impartial decisions, free of any interests that might compromise or appear to compromise their independence of judgment I

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	2	0.6	0.6	1
	3	5	1.5	1.6	2.6
	4	17	5.2	5.5	8
	5	67	20.3	21.5	29.6
	6 Extremely impt	219	66.4	70.4	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

e. Do not use information they acquire in their public capacity for personal advantage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	3	0.9	1	1
	2	1	0.3	0.3	1.3
	3	10	3	3.2	4.5
	4	16	4.8	5.1	9.6
	5	64	19.4	20.4	29.9
	6 Extremely impt	220	66.7	70.1	100
	Total	314	95.2	100	
Missing	0	16	4.8		
Total		330	100		

f. Are honest and tell the truth to citizens, colleagues, and staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	2	0.6	0.6	1
	3	3	0.9	1	1.9
	4	13	3.9	4.2	6.1
	5	44	13.3	14.1	20.1
	6 Extremely impt	250	75.8	79.9	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

g. Are open-minded and ready to explore new ideas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	3	0.9	1	1
	2	2	0.6	0.6	1.6
	3	11	3.3	3.5	5.1
	4	46	13.9	14.6	19.7
	5	101	30.6	32.1	51.7
	6 Extremely impt	152	46.1	48.3	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

h. Are collaborative, cooperating with others to achieve more than they could alone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	3	0.9	1	1
	2	3	0.9	1	1.9
	3	10	3	3.2	5.2
	4	33	10	10.6	15.8
	5	108	32.7	34.8	50.6
	6 Extremely impt	153	46.4	49.4	100
	Total	310	93.9	100	
Missing	0	20	6.1		

Total	330	100		

i. Value diversity, and seek diverse perspectives and viewpoints before making important decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	6	1.8	1.9	1.9
	2	6	1.8	1.9	3.8
	3	18	5.5	5.8	9.6
	4	42	12.7	13.4	23
	5	89	27	28.4	51.4
	6 Extremely impt	152	46.1	48.6	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

j. Act with integrity, and seek to do the right thing for the City in public and in private

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	3	0.9	1	1.3
	3	4	1.2	1.3	2.6
	4	15	4.5	4.8	7.4
	5	52	15.8	16.7	24
	6 Extremely impt	237	71.8	76	100
	Total	312	94.5	100	
Missing	0	18	5.5		
Total		330	100		

k. Have vision, and take a proactive and innovative approach to setting goals and conducting the City's business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	4	1.2	1.3	1.9
	3	11	3.3	3.5	5.4
	4	51	15.5	16.3	21.7
	5	85	25.8	27.2	48.9
	6 Extremely impt	160	48.5	51.1	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

l. Communicate the City's care for and commitment to its citizens

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	5	1.5	1.6	1.6
	2	5	1.5	1.6	3.2
	3	14	4.2	4.5	7.7
	4	60	18.2	19.3	27
	5	93	28.2	29.9	56.9
	6 Extremely impt	134	40.6	43.1	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

m. Engage in effective two-way communication, listening carefully and responding in ways that advance the City's goals and values

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	3	0.9	1	1.6
	3	7	2.1	2.2	3.8
	4	47	14.2	15.1	18.9
	5	107	32.4	34.3	53.2
	6 Extremely impt	146	44.2	46.8	100
	Total	312	94.5	100	
Missing	0	18	5.5		

Total	330	100		

n. Are competent, and keep their professional skills current and growing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0 Not impt at all	1	0.3	0.3	0.3
	2	3	0.9	1	1.3
	3	10	3	3.2	4.5
	4	40	12.1	12.8	17.3
	5	103	31.2	32.9	50.2
	6.0 Extremely impt	156	47.3	49.8	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

o. Are service-oriented and work hard on behalf of citizens and the City

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	2	0.6	0.6	1
	3	6	1.8	1.9	2.9
	4	21	6.4	6.8	9.6
	5	90	27.3	28.9	38.6
	6 Extremely impt	191	57.9	61.4	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

p. Follow established City processes and procedures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	6	1.8	1.9	2.6
	3	18	5.5	5.8	8.4
	4	42	12.7	13.5	21.9
	5	101	30.6	32.5	54.3
	6 Extremely impt	142	43	45.7	100
	Total	311	94.2	100	

Missing	0	19	5.8		
Total		330	100		

q. Are organized, pay attention to details, and keep deadlines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	4	1.2	1.3	1.6
	3	8	2.4	2.5	4.1
	4	48	14.5	15.2	19.4
	5	123	37.3	39	58.4
	6 Extremely impt	131	39.7	41.6	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

r. Are concerned about the environment and the conservation of the City's natural resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	6	1.8	1.9	2.5
	3	4	1.2	1.3	3.8
	4	35	10.6	11.1	15
	5	84	25.5	26.8	41.7
	6 Extremely impt	183	55.5	58.3	100
	Total	314	95.2	100	
Missing	0	16	4.8		
Total		330	100		

s. Make prudent financial decisions, taking into account both short-term needs and long-term financial stability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	2	0.6	0.6	0.6
	2	1	0.3	0.3	1
	3	2	0.6	0.6	1.6
	4	9	2.7	2.9	4.4
	5	82	24.8	26	30.5
	6 Extremely impt	219	66.4	69.5	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

t. Are compassionate, willing to support residents with their needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	3	0.9	1	1.3
	3	6	1.8	1.9	3.2
	4	47	14.2	15.2	18.4
	5	102	30.9	33	51.5
	6 Extremely impt	150	45.5	48.5	100
	Total	309	93.6	100	
Missing	0	21	6.4		
Total		330	100		

u. Are empathetic, able to walk around in someone else's shoes for a while and to see the world through others' eyes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	2	0.6	0.6	1
	3	18	5.5	5.8	6.8
	4	52	15.8	16.8	23.6
	5	93	28.2	30.1	53.7
	6 Extremely impt	143	43.3	46.3	100
	Total	309	93.6	100	

Missing	0	21	6.4		
Total		330	100		

v. Are respectful, treating people with dignity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	1	0.3	0.3	0.7
	3	4	1.2	1.3	2
	4	19	5.8	6.2	8.2
	5	77	23.3	25.2	33.4
	6 Extremely impt	203	61.5	66.6	100
	Total	305	92.4	100	
Missing	0	25	7.6		
Total		330	100		

w. Are responsive, do their homework, and follow-up on expressed needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	1	0.3	0.3	0.6
	3	4	1.2	1.3	1.9
	4	24	7.3	7.7	9.6
	5	103	31.2	32.9	42.5
	6 Extremely impt	180	54.5	57.5	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

x. Display ethical leadership, are role models for the best conduct in public service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	1	0.3	0.3	0.6
	3	6	1.8	1.9	2.6
	4	22	6.7	7	9.6
	5	94	28.5	30	39.6
	6 Extremely impt	189	57.3	60.4	100
	Total	313	94.8	100	
Missing	0	17	5.2		
Total		330	100		

y. Are accountable, willing to explain actions and to accept fair consequences when they make mistakes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not impt at all	1	0.3	0.3	0.3
	2	1	0.3	0.3	0.6
	3	4	1.2	1.3	1.9
	4	14	4.2	4.5	6.4
	5	65	19.7	20.9	27.3
	6 Extremely impt	226	68.5	72.7	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

22. Now, take a quick look at the list of 25 standards from Question 19. If you could only choose five behaviors for City leaders, which five do you believe are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence in the City's government and services? [NOTE: See report for results.]

21. When you think about your voting behavior over the years, how often would you say you vote in Santa Clara City elections?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	40	12.1	12.7	12.7
	2 Rarely	11	3.3	3.5	16.1
	3 Some of the time	18	5.5	5.7	21.8
	4 Most of the time	33	10	10.4	32.3
	5 Almost always	214	64.8	67.7	100
	Total	316	95.8	100	
Missing	0	14	4.2		
Total		330	100		

23. Did you vote in the November 2004 Santa Clara City elections for City Council?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	73	22.1	23	23
	2 Yes	245	74.2	77	100
	Total	318	96.4	100	
Missing	0	12	3.6		
Total		330	100		

23. Overall, in terms of ethics and values, election campaigns in the City of Santa Clara have...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Worse	16	4.8	9.8	9.8
	2 Better	38	11.5	23.2	32.9
	3 Same	110	33.3	67.1	100
	Total	164	49.7	100	
Missing	0	15	4.5		
	4 Don't know	151	45.8		
	Total	166	50.3		
Total		330	100		

24a. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Tell voters the truth about themselves?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	8	2.4	2.9	2.9
	2 Hardly Any	13	3.9	4.7	7.6
	3 Only a few	31	9.4	11.2	18.8
	4 Some	82	24.8	29.7	48.6
	5 Most	141	42.7	51.1	99.6
	6 All	1	0.3	0.4	100
	Total	276	83.6	100	
Missing	0	54	16.4		
Total		330	100		

24b. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Tell voters the truth about opponents?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	17	5.2	6.2	6.2
	2 Hardly Any	30	9.1	10.9	17.2
	3 Only a few	71	21.5	25.9	43.1
	4 Some	111	33.6	40.5	83.6
	5 Most	45	13.6	16.4	100
	Total	274	83	100	
Missing	0	56	17		
Total		330	100		

24c. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Do whatever it takes to win?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	7	2.1	2.6	2.6
	2 Hardly Any	20	6.1	7.3	9.9
	3 Only a few	40	12.1	14.7	24.5
	4 Some	96	29.1	35.2	59.7
	5 Most	87	26.4	31.9	91.6
	6 All	23	7	8.4	100
	Total	273	82.7	100	
Missing	0	57	17.3		
Total		330	100		

24d. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Conduct what you consider to be an ethical campaign?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	11	3.3	4.1	4.1
	2 Hardly Any	14	4.2	5.2	9.2
	3 Only a few	30	9.1	11.1	20.3
	4 Some	99	30	36.5	56.8
	5 Most	113	34.2	41.7	98.5
	6 All	4	1.2	1.5	100
	Total	271	82.1	100	
Missing	0	59	17.9		
Total		330	100		

24e. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: Believe they have a responsibility to try to stop their supporters from unfairly attacking an opponent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	22	6.7	8.4	8.4
	2 Hardly Any	38	11.5	14.5	22.9
	3 Only a few	53	16.1	20.2	43.1
	4 Some	93	28.2	35.5	78.6
	5 Most	50	15.2	19.1	97.7
	6 All	6	1.8	2.3	100
	Total	262	79.4	100	
Missing	0	68	20.6		
Total		330	100		

25. During a Santa Clara City election, do endorsements of candidates by various groups or individuals make you **less likely** to trust the candidate who receives the endorsement, **more likely** to trust the candidate, or does it have **little or no impact** on your trust of the candidate? (For each endorser below, mark one square. Mark "unfamiliar with this endorser" if you do not know enough about the group to make a judgment about trust.)

a. AFL-CIO Central Labor Council

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	53	16.1	18	18
	2 Less likely	74	22.4	25.1	43.1
	3 More likely	59	17.9	20	63.1
	4 No impact	109	33	36.9	100
	Total	295	89.4	100	

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

Missing	0	35	10.6		
Total		330	100		

b. City Commissioners (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	40	12.1	13.8	13.8
	2 Less likely	30	9.1	10.4	24.2
	3 More likely	67	20.3	23.2	47.4
	4 No impact	152	46.1	52.6	100
	Total	289	87.6	100	
Missing	0	41	12.4		
Total		330	100		

c. City Council members (current)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	29	8.8	10	10
	2 Less likely	35	10.6	12.1	22.1
	3 More likely	87	26.4	30	52.1
	4 No impact	139	42.1	47.9	100
	Total	290	87.9	100	
Missing	0	40	12.1		
Total		330	100		

d. City Council members (former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	30	9.1	10.3	10.3
	2 Less likely	36	10.9	12.4	22.8
	3 More likely	81	24.5	27.9	50.7
	4 No impact	143	43.3	49.3	100
	Total	290	87.9	100	
Missing	0	40	12.1		
Total		330	100		

e. County, State, Federal Officials (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	25	7.6	8.6	8.6
	2 Less likely	50	15.2	17.2	25.9
	3 More likely	75	22.7	25.9	51.7
	4 No impact	140	42.4	48.3	100
	Total	290	87.9	100	
Missing	0	40	12.1		
Total		330	100		

f. Democratic Party (local)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	21	6.4	7.1	7.1
	2 Less likely	65	19.7	22.1	29.3
	3 More likely	102	30.9	34.7	63.9
	4 No impact	106	32.1	36.1	100
	Total	294	89.1	100	
Missing	0	36	10.9		
Total		330	100		

g. Firefighters Union

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	23	7	7.8	7.8
	2 Less likely	39	11.8	13.2	21
	3 More likely	114	34.5	38.6	59.7
	4 No impact	119	36.1	40.3	100
	Total	295	89.4	100	
Missing	0	35	10.6		
Total		330	100		

h. Mayor (current or former)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	20	6.1	7	7
	2 Less likely	36	10.9	12.5	19.5
	3 More likely	87	26.4	30.3	49.8
	4 No impact	144	43.6	50.2	100

	Total	287	87	100	
Missing	0	43	13		
Total		330	100		

i. Police Officers Association

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	18	5.5	6.2	6.2
	2 Less likely	41	12.4	14.1	20.3
	3 More likely	111	33.6	38.1	58.4
	4 No impact	121	36.7	41.6	100
	Total	291	88.2	100	
Missing	0	39	11.8		
Total		330	100		

j. Republican Party (local)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	21	6.4	7.2	7.2
	2 Less likely	111	33.6	38.3	45.5
	3 More likely	47	14.2	16.2	61.7
	4 No impact	111	33.6	38.3	100
	Total	290	87.9	100	
Missing	0	40	12.1		
Total		330	100		

k. San Jose Mercury News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	18	5.5	6.2	6.2
	2 Less likely	52	15.8	17.8	24
	3 More likely	120	36.4	41.1	65.1
	4 No impact	102	30.9	34.9	100
	Total	292	88.5	100	
Missing	0	38	11.5		
Total		330	100		

I. Santa Clara County Real Estate Board

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	51	15.5	17.5	17.5
	2 Less likely	69	20.9	23.6	41.1
	3 More likely	18	5.5	6.2	47.3
	4 No impact	154	46.7	52.7	100
	Total	292	88.5	100	
Missing	0	38	11.5		
Total		330	100		

m. Santa Clara County League of Conservation Voters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	67	20.3	22.9	22.9
	2 Less likely	41	12.4	14	37
	3 More likely	67	20.3	22.9	59.9
	4 No impact	117	35.5	40.1	100
	Total	292	88.5	100	
Missing	0	38	11.5		
Total		330	100		

n. Sierra Club

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	31	9.4	10.7	10.7
	2 Less likely	52	15.8	17.9	28.6
	3 More likely	99	30	34.1	62.8
	4 No impact	108	32.7	37.2	100
	Total	290	87.9	100	
Missing	0	40	12.1		
Total		330	100		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Unfamiliar	105	31.8	36	36
	2 Less likely	51	15.5	17.5	53.4
	3 More likely	18	5.5	6.2	59.6
	4 No impact	118	35.8	40.4	100
	Total	292	88.5	100	
Missing	0	38	11.5		
Total		330	100		

26. In your opinion, how acceptable, if at all, is each of the following legal campaign practices during a Santa Clara City election? (Mark one square for each item below, using a scale where 1="not acceptable at all" and 6="highly acceptable" with 2 through 5 in between.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	154	46.7	51.3	51.3
	2	91	27.6	30.3	81.7
	3	32	9.7	10.7	92.3
	4	18	5.5	6	98.3
	5	2	0.6	0.7	99
	6 Highly acceptable	3	0.9	1	100
	Total	300	90.9	100	
Missing	0	30	9.1		
Total		330	100		

b. Candidate refuses to compare themselves to their opponent or to criticize the opponent in any way, even if the candidate believes the criticism is warranted, and presents only the candidate's own position and record

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	28	8.5	9.4	9.4
	2	40	12.1	13.5	22.9
	3	56	17	18.9	41.8
	4	53	16.1	17.8	59.6
	5	68	20.6	22.9	82.5
	6 Highly acceptable	52	15.8	17.5	100
	Total	297	90	100	
Missing	0	33	10		
Total		330	100		

c. Candidate continues to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate; the candidate says he believes the opponent is lying, but offers no further proof for the allegation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	264	80	88	88
	2	23	7	7.7	95.7
	3	9	2.7	3	98.7
	4	2	0.6	0.7	99.3
	6 Highly acceptable	2	0.6	0.7	100
	Total	300	90.9	100	
Missing	0	30	9.1		
Total		330	100		

d. Candidate sends a mailer exaggerating their opponent's position in order to scare voters away from the opponent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	237	71.8	79	79
	2	44	13.3	14.7	93.7
	3	14	4.2	4.7	98.3
	4	4	1.2	1.3	99.7
	6 Highly acceptable	1	0.3	0.3	100
	Total	300	90.9	100	
Missing	0	30	9.1		
Total		330	100		

e. Candidate benefits from an independent political action committee whose goal is to defeat the opponent and whose funds allow weekly mailers with unsubstantiated allegations attacking the opponent's character

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	227	68.8	75.9	75.9
	2	51	15.5	17.1	93
	3	12	3.6	4	97
	4	6	1.8	2	99
	6 Highly acceptable	3	0.9	1	100
	Total	299	90.6	100	
Missing	0	31	9.4		
Total		330	100		

f. Candidate sends a negative mail piece in the last few days claiming that the opponent had once filed for bankruptcy and been sued for breach of contract, but fails to mention that all debts had been paid and the case never came to court.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not acceptable	242	73.3	80.7	80.7
	2	37	11.2	12.3	93
	3	14	4.2	4.7	97.7
	4	4	1.2	1.3	99
	5	1	0.3	0.3	99.3
	6 Highly acceptable	2	0.6	0.7	100
	Total	300	90.9	100	
Missing	0	30	9.1		
Total		330	100		

27. Voters received information in the November 3, 2004 election from a variety of sources. As best you can recall, how important, if at all, were the following to the way you thought about Santa Clara candidates in the November 2004 election? a. CAC Candidate Forum (10/14/04, viewed in person or on Cable Channel 15)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	149	45.2	50.7	50.7
	2 Don't recall	89	27	30.3	81
	3 Not important	10	3	3.4	84.4
	4 Somewhat important	15	4.5	5.1	89.5
	5 Very important	26	7.9	8.8	98.3
	6 Extremely important	5	1.5	1.7	100
	Total	294	89.1	100	
Missing	0	36	10.9		
Total		330	100		

27b. Candidates coming to your door

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	68	20.6	23	23
	2 Don't recall	80	24.2	27	50
	3 Not important	32	9.7	10.8	60.8
	4 Somewhat important	66	20	22.3	83.1
	5 Very important	35	10.6	11.8	94.9
	6 Extremely important	15	4.5	5.1	100
	Total	296	89.7	100	
Missing	0	34	10.3		
Total		330	100		

27c. Candidate flyers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	69	20.9	23.2	23.2
	2 Don't recall	24	7.3	8.1	31.2
	3 Not important	43	13	14.4	45.6
	4 Somewhat important	129	39.1	43.3	88.9
	5 Very important	30	9.1	10.1	99
	6 Extremely important	3	0.9	1	100
	Total	298	90.3	100	
Missing	0	32	9.7		
Total		330	100		

27d. Candidate ads in newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	97	29.4	32.8	32.8
	2 Don't recall	37	11.2	12.5	45.3
	3 Not important	66	20	22.3	67.6
	4 Somewhat important	88	26.7	29.7	97.3
	5 Very important	8	2.4	2.7	100
	Total	296	89.7	100	

Missing	0	34	10.3		
Total		330	100		

27e. Candidate materials received in the mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	57	17.3	19.3	19.3
	2 Don't recall	22	6.7	7.5	26.8
	3 Not important	37	11.2	12.5	39.3
	4 Somewhat important	139	42.1	47.1	86.4
	5 Very important	35	10.6	11.9	98.3
	6 Extremely important	5	1.5	1.7	100
	Total	295	89.4	100	
Missing	0	35	10.6		
Total		330	100		

f. League of Women Voters Final Word Forum (11/2/04, viewed in person or on Cable Channel 15)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	137	41.5	46.6	46.6
	2 Don't recall	67	20.3	22.8	69.4
	3 Not important	19	5.8	6.5	75.9
	4 Somewhat important	32	9.7	10.9	86.7
	5 Very important	30	9.1	10.2	96.9
	6 Extremely important	9	2.7	3.1	100
	Total	294	89.1	100	
Missing	0	36	10.9		
Total		330	100		

27g. Talking with other residents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	64	19.4	21.5	21.5
	2 Don't recall	34	10.3	11.4	33
	3 Not important	27	8.2	9.1	42.1
	4 Somewhat important	116	35.2	39.1	81.1
	5 Very important	47	14.2	15.8	97
	6 Extremely important	9	2.7	3	100
	Total	297	90	100	
Missing	0	33	10		
Total		330	100		

27h. Vote Ethics information on Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	153	46.4	52.2	52.2
	2 Don't recall	91	27.6	31.1	83.3
	3 Not important	16	4.8	5.5	88.7
	4 Somewhat important	22	6.7	7.5	96.2
	5 Very important	9	2.7	3.1	99.3
	6 Extremely important	2	0.6	0.7	100
	Total	293	88.8	100	
Missing	0	37	11.2		
Total		330	100		

27i. Vote Ethics four-page insert in City newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	107	32.4	36.4	36.4
	2 Don't recall	104	31.5	35.4	71.8
	3 Not important	14	4.2	4.8	76.5
	4 Somewhat important	50	15.2	17	93.5
	5 Very important	16	4.8	5.4	99
	6 Extremely important	3	0.9	1	100
	Total	294	89.1	100	
Missing	0	36	10.9		
Total		330	100		

27j. Vote Ethics material in utility bills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	105	31.8	35.5	35.5
	2 Don't recall	93	28.2	31.4	66.9
	3 Not important	21	6.4	7.1	74
	4 Somewhat important	56	17	18.9	92.9
	5 Very important	19	5.8	6.4	99.3
	6 Extremely important	2	0.6	0.7	100
	Total	296	89.7	100	
Missing	0	34	10.3		
Total		330	100		

27k. Voter Information Pamphlet (from the County)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No attention	43	13	14.4	14.4
	2 Don't recall	37	11.2	12.4	26.8
	3 Not important	14	4.2	4.7	31.4
	4 Somewhat important	61	18.5	20.4	51.8
	5 Very important	95	28.8	31.8	83.6
	6 Extremely important	49	14.8	16.4	100
	Total	299	90.6	100	
Missing	0	31	9.4		
Total		330	100		

28. Do you typically feel that you have not enough information, too much, or just about the right amount to make an informed voting choice for local elections in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not enough	157	47.6	51.8	51.8
	2 Too much	33	10	10.9	62.7
	3 Right amount	113	34.2	37.3	100
	Total	303	91.8	100	
Missing	0	27	8.2		
Total		330	100		

29. The City has a Campaign Finance Ordinance which sets a voluntary spending limit on the amount candidates can spend on their campaign in Santa Clara. In November 2004 that cap was about \$28,000. Does that amount seem too little, too much, or just the right amount to spend on a local campaign in the City of Santa Clara?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Too little	42	12.7	14.7	14.7
	2 Too much	56	17	19.6	34.4
	3 Just the right amount	187	56.7	65.6	100
	Total	285	86.4	100	
Missing	0	45	13.6		
Total		330	100		

30. These days people get their news from many different sources. How important to you are each of the following as sources of local news and information? a. Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	149	45.2	49	49
	2	48	14.5	15.8	64.8
	3	36	10.9	11.8	76.6
	4	37	11.2	12.2	88.8
	5	22	6.7	7.2	96.1
	6 Extremely	12	3.6	3.9	100
	Total	304	92.1	100	
Missing	0	26	7.9		
Total		330	100		

30b. Inside Santa Clara municipal newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	54	16.4	17.3	17.3
	2	33	10	10.6	27.9
	3	65	19.7	20.8	48.7
	4	76	23	24.4	73.1
	5	50	15.2	16	89.1
	6 Extremely	34	10.3	10.9	100
	Total	312	94.5	100	
Missing	0	18	5.5		
Total		330	100		

30c. Local radio news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	76	23	24.7	24.7
	2	33	10	10.7	35.4
	3	42	12.7	13.6	49
	4	87	26.4	28.2	77.3
	5	47	14.2	15.3	92.5
	6 Extremely	23	7	7.5	100
	Total	308	93.3	100	
Missing	0	22	6.7		
Total		330	100		

30d. Local TV news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	50	15.2	16.2	16.2
	2	26	7.9	8.4	24.7
	3	46	13.9	14.9	39.6
	4	80	24.2	26	65.6
	5	67	20.3	21.8	87.3
	6 Extremely	39	11.8	12.7	100
	Total	308	93.3	100	
Missing	0	22	6.7		
Total		330	100		

30e. Mission City Scenes utility bill insert

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	54	16.4	17.5	17.5
	2	25	7.6	8.1	25.6
	3	59	17.9	19.1	44.7
	4	83	25.2	26.9	71.5
	5	59	17.9	19.1	90.6
	6 Extremely	29	8.8	9.4	100
	Total	309	93.6	100	
Missing	0	21	6.4		
Total		330	100		

30f. National newspapers (like the New York Times or Wall Street Journal, excluding the San Jose Mercury News which we list below)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	146	44.2	47.2	47.2
	2	30	9.1	9.7	57
	3	36	10.9	11.7	68.6
	4	47	14.2	15.2	83.8
	5	34	10.3	11	94.8
	6 Extremely	16	4.8	5.2	100
	Total	309	93.6	100	
Missing	0	21	6.4		
Total		330	100		

30g. National radio news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	118	35.8	38.3	38.3
	2	36	10.9	11.7	50
	3	53	16.1	17.2	67.2
	4	45	13.6	14.6	81.8
	5	41	12.4	13.3	95.1
	6 Extremely	15	4.5	4.9	100
	Total	308	93.3	100	
Missing	0	22	6.7		
Total		330	100		

30h. National TV news broadcasts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	98	29.7	32.1	32.1
	2	39	11.8	12.8	44.9
	3	46	13.9	15.1	60
	4	57	17.3	18.7	78.7
	5	49	14.8	16.1	94.8
	6 Extremely	16	4.8	5.2	100
	Total	305	92.4	100	
Missing	0	25	7.6		
Total		330	100		

30i. San Jose Mercury News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	43	13	13.6	13.6
	2	15	4.5	4.7	18.4
	3	42	12.7	13.3	31.6
	4	65	19.7	20.6	52.2
	5	89	27	28.2	80.4
	6 Extremely	62	18.8	19.6	100
	Total	316	95.8	100	
Missing	0	14	4.2		
Total		330	100		

30j. Santa Clara Weekly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	60	18.2	19.4	19.4
	2	29	8.8	9.4	28.7
	3	48	14.5	15.5	44.2
	4	66	20	21.3	65.5
	5	67	20.3	21.6	87.1
	6 Extremely	40	12.1	12.9	100
	Total	310	93.9	100	
Missing	0	20	6.1		
Total		330	100		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	91	27.6	30	30
	2	46	13.9	15.2	45.2
	3	57	17.3	18.8	64
	4	51	15.5	16.8	80.9
	5	43	13	14.2	95
	6 Extremely	15	4.5	5	100
	Total	303	91.8	100	
Missing	0	27	8.2		
Total		330	100		

30l. Internet news sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	106	32.1	34.8	34.8
	2	34	10.3	11.1	45.9
	3	33	10	10.8	56.7
	4	55	16.7	18	74.8
	5	51	15.5	16.7	91.5
	6 Extremely	26	7.9	8.5	100
	Total	305	92.4	100	
Missing	0	25	7.6		
Total		330	100		

30m. Watching City Council meetings on Cable Channel 15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	148	44.8	49	49
	2	48	14.5	15.9	64.9
	3	36	10.9	11.9	76.8
	4	30	9.1	9.9	86.8
	5	23	7	7.6	94.4
	6 Extremely	17	5.2	5.6	100
	Total	302	91.5	100	
Missing	0	28	8.5		
Total		330	100		

30n. Weekly news magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not	153	46.4	51	51
	2	46	13.9	15.3	66.3
	3	45	13.6	15	81.3
	4	31	9.4	10.3	91.7
	5	18	5.5	6	97.7
	6 Extremely	7	2.1	2.3	100
	Total	300	90.9	100	
Missing	0	30	9.1		
Total		330	100		

31. Generally speaking, whether you are registered to vote or not, which political party, if any, do you most affiliate with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Democrat	155	47	48.9	48.9
	2 Green	7	2.1	2.2	51.1
	3 Independent	35	10.6	11	62.1
	4 Libertarian	6	1.8	1.9	64
	5 Reform	1	0.3	0.3	64.4
	6 Republican	69	20.9	21.8	86.1
	7 Other	6	1.8	1.9	88
	8 None	38	11.5	12	100
	Total	317	96.1	100	
Missing	0	13	3.9		
Total		330	100		

If "other" on Question 31, please specify:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		324	98.2	98.2	98.2
	I switch every year from republican to democratic	1	0.3	0.3	98.5
	I vote the candidate not the party, but do consider the likelihood	1	0.3	0.3	98.8
	liberal libertarian	1	0.3	0.3	99.1

	no special party just as long as qualified and worth and deserving	1	0.3	0.3	99.4
	not citized, do not vote	1	0.3	0.3	99.7
	They are all crooked	1	0.3	0.3	100
	Total	330	100	100	

32a. People like me can have a big impact on making the City of Santa Clara a better place to live.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	25	7.6	7.9	7.9
	2	36	10.9	11.4	19.4
	3	63	19.1	20	39.4
	4	104	31.5	33	72.4
	5	51	15.5	16.2	88.6
	6 Strongly Agree	36	10.9	11.4	100
	Total	315	95.5	100	
Missing	0	15	4.5		
Total		330	100		

32b. Generally speaking, those we elect to Congress in Washington, D.C., care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	72	21.8	23.1	23.1
	2	90	27.3	28.8	51.9
	3	81	24.5	26	77.9
	4	47	14.2	15.1	92.9
	5	14	4.2	4.5	97.4
	6 Strongly Agree	8	2.4	2.6	100
	Total	312	94.5	100	
Missing	0	18	5.5		
Total		330	100		

32c. Generally speaking, those we elect to Santa Clara County offices care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	19	5.8	6.1	6.1
	2	50	15.2	16.2	22.3
	3	93	28.2	30.1	52.4
	4	100	30.3	32.4	84.8
	5	40	12.1	12.9	97.7
	6 Strongly Agree	7	2.1	2.3	100
	Total	309	93.6	100	
Missing	0	21	6.4		
Total		330	100		

32d. Generally speaking, those we elect to the Santa Clara City Council care a great deal about what people like me think.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	17	5.2	5.5	5.5
	2	23	7	7.5	13
	3	69	20.9	22.5	35.5
	4	114	34.5	37.1	72.6
	5	68	20.6	22.1	94.8
	6 Strongly Agree	16	4.8	5.2	100
	Total	307	93	100	
Missing	0	23	7		
Total		330	100		

32e. Sometimes City politics seem so complicated that people like me can't really understand what's going on.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	43	13	13.8	13.8
	2	63	19.1	20.3	34.1
	3	52	15.8	16.7	50.8
	4	68	20.6	21.9	72.7
	5	45	13.6	14.5	87.1
	6 Strongly Agree	40	12.1	12.9	100
	Total	311	94.2	100	
Missing	0	19	5.8		
Total		330	100		

32f. I know a lot about City politics and public affairs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	65	19.7	21.2	21.2
	2	101	30.6	32.9	54.1
	3	76	23	24.8	78.8
	4	49	14.8	16	94.8
	5	7	2.1	2.3	97.1
	6 Strongly Agree	9	2.7	2.9	100
	Total	307	93	100	
Missing	0	23	7		
Total		330	100		

32g. Voting is the only way people like me can have any say in how the City government runs things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	31	9.4	10.1	10.1
	2	60	18.2	19.5	29.5
	3	49	14.8	15.9	45.5
	4	61	18.5	19.8	65.3
	5	61	18.5	19.8	85.1
	6 Strongly Agree	46	13.9	14.9	100
	Total	308	93.3	100	
Missing	0	22	6.7		
Total		330	100		

32h. I often engage in conversation with my friends about City politics and public affairs.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	100	30.3	32.9	32.9
	2	69	20.9	22.7	55.6
	3	58	17.6	19.1	74.7
	4	32	9.7	10.5	85.2
	5	28	8.5	9.2	94.4
	6 Strongly Agree	17	5.2	5.6	100
	Total	304	92.1	100	
Missing	0	26	7.9		
Total		330	100		

32i. I make volunteer community service an important part of my life.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Disagree	84	25.5	27.6	27.6
	2	69	20.9	22.7	50.3
	3	43	13	14.1	64.5
	4	40	12.1	13.2	77.6
	5	39	11.8	12.8	90.5
	6 Strongly Agree	29	8.8	9.5	100
	Total	304	92.1	100	
Missing	0	26	7.9		
Total		330	100		

33. In what year were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1913	1	0.3	0.3	0.3
	1917	1	0.3	0.3	0.6
	1920	1	0.3	0.3	0.9
	1922	1	0.3	0.3	1.3
	1924	3	0.9	0.9	2.2
	1925	1	0.3	0.3	2.5
	1926	2	0.6	0.6	3.2
	1928	3	0.9	0.9	4.1
	1929	1	0.3	0.3	4.4
	1930	3	0.9	0.9	5.4
	1931	3	0.9	0.9	6.3
	1932	3	0.9	0.9	7.3
	1933	4	1.2	1.3	8.5
	1934	5	1.5	1.6	10.1
	1936	3	0.9	0.9	11
	1937	3	0.9	0.9	12
	1938	4	1.2	1.3	13.2
	1939	6	1.8	1.9	15.1
	1940	8	2.4	2.5	17.7
	1941	6	1.8	1.9	19.6
	1942	5	1.5	1.6	21.1
	1943	5	1.5	1.6	22.7
	1944	3	0.9	0.9	23.7
	1945	3	0.9	0.9	24.6
	1946	8	2.4	2.5	27.1
	1947	7	2.1	2.2	29.3

1948	11	3.3	3.5	32.8
1949	5	1.5	1.6	34.4
1950	7	2.1	2.2	36.6
1951	4	1.2	1.3	37.9
1952	12	3.6	3.8	41.6
1953	11	3.3	3.5	45.1
1954	11	3.3	3.5	48.6
1955	7	2.1	2.2	50.8
1956	2	0.6	0.6	51.4
1957	11	3.3	3.5	54.9
1958	5	1.5	1.6	56.5
1959	10	3	3.2	59.6
1960	14	4.2	4.4	64
1961	4	1.2	1.3	65.3
1962	9	2.7	2.8	68.1
1963	9	2.7	2.8	71
1964	4	1.2	1.3	72.2
1965	6	1.8	1.9	74.1
1966	6	1.8	1.9	76
1967	6	1.8	1.9	77.9
1968	4	1.2	1.3	79.2
1969	5	1.5	1.6	80.8
1970	9	2.7	2.8	83.6
1971	5	1.5	1.6	85.2
1972	10	3	3.2	88.3
1973	4	1.2	1.3	89.6
1974	4	1.2	1.3	90.9
1975	6	1.8	1.9	92.7
1976	2	0.6	0.6	93.4
1977	3	0.9	0.9	94.3
1978	3	0.9	0.9	95.3
1979	2	0.6	0.6	95.9
1980	1	0.3	0.3	96.2
1981	3	0.9	0.9	97.2
1982	4	1.2	1.3	98.4
1983	1	0.3	0.3	98.7
1984	1	0.3	0.3	99.1
1985	1	0.3	0.3	99.4
1986	1	0.3	0.3	99.7
1987	1	0.3	0.3	100
Total	317	96.1	100	
Missing System	13	3.9		
Total	330	100		

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
 ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

34. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Female	151	45.8	47.8	47.8
	2 Male	165	50	52.2	100
	Total	316	95.8	100	
Missing	0	14	4.2		
Total		330	100		

35. Which of the following best describes the highest level of formal education you completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Some elementary	1	0.3	0.3	0.3
	3 Some HS	2	0.6	0.6	0.9
	4 Completed HS/GED	26	7.9	8.1	9
	5 Some college/AA	72	21.8	22.4	31.4
	6 Completed college	95	28.8	29.5	60.9
	7 Some grad/MA	108	32.7	33.5	94.4
	8 Ph.D./post grad	18	5.5	5.6	100
	Total	322	97.6	100	
Missing	0	8	2.4		
Total		330	100		

36. The next two questions ask about ethnicity and race in the manner in which the 2000 U.S. Census did. Please answer both question 36 and Question 37. Do you consider yourself of Hispanic or Latino origin? (Mark one square.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	291	88.2	92.7	92.7
	2 Yes	23	7	7.3	100
	Total	314	95.2	100	
Missing	0	16	4.8		
Total		330	100		

37. Which of the following do you consider yourself to be? (Mark all that apply.) African American

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	5	1.5	100	100
Missing	0	325	98.5		
Total		330	100		

American Indian and Alaskan Native

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	4	1.2	100	100
Missing	0	326	98.8		
Total		330	100		

Asian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	36	10.9	100	100
Missing	0	294	89.1		
Total		330	100		

Native Hawaiian or other Pacific Islander

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	4	1.2	100	100
Missing	0	326	98.8		
Total		330	100		

White

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	244	73.9	100	100
Missing	0	86	26.1		
Total		330	100		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	32	9.7	100	100
Missing	0	298	90.3		
Total		330	100		

None

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Checked	4	1.2	100	100
Missing	0	326	98.8		
Total		330	100		

Those who marked "other" were asked to explain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		299	90.6	90.6	90.6
	1/2 Mexican + 1/	1	0.3	0.3	90.9
	American	2	0.6	0.6	91.5
	American Asian	1	0.3	0.3	91.8
	asian Indian	1	0.3	0.3	92.1
	Asian Indian	1	0.3	0.3	92.4
	bi racial	1	0.3	0.3	92.7
	Biracial	1	0.3	0.3	93
	Celtic	1	0.3	0.3	93.3
	East Indian	2	0.6	0.6	93.9
	Eurasian	1	0.3	0.3	94.2
	filipino	1	0.3	0.3	94.5
	hispanic	1	0.3	0.3	94.8
	Hispanic	2	0.6	0.6	95.5
	Italian heritage	1	0.3	0.3	95.8
	Jewish/Asian/Eur	1	0.3	0.3	96.1
	Mexican-American	1	0.3	0.3	96.4
	mexican	2	0.6	0.6	97
	mexican american	1	0.3	0.3	97.3
	Middle Eastern	1	0.3	0.3	97.6
	Mixed ethnicity:	1	0.3	0.3	97.9
	mixed race herit	1	0.3	0.3	98.2
	Peruvian	1	0.3	0.3	98.5
	portuguese	1	0.3	0.3	98.8
	Portuguese	2	0.6	0.6	99.4
	Spanish	1	0.3	0.3	99.7
	why?	1	0.3	0.3	100
	Total	330	100	100	

APPENDIX E: VERBATIM RESPONSES FROM OPEN ENDED QUESTIONS

	Verbatim responses to Questions 13 and Question 14 are presented here. The first column answers, “What one thing, if any, has the City done in the past five years that has deepened your own trust of the City’s government or increased your confidence in City services?” The last three columns present the answers to Question 14: “What are the most important problems facing the City of Santa Clara today?”			
	Each numbered row represents one survey participant’s answers to both questions. The first 330 rows represent the scientific sample. The next 132 represent the opinions of the volunteer sample. Up to three issues were recorded for Question 14. Responses have been left as they were submitted, with the exception of statements about specific individuals that were untrue and potentially libelous. In place of those comments, “negative statement about named individual” appears			
1				
2	nothing	traffic	safety	economy
3	July 4th Fireworks	Schools are first	Jobs	Total tax burden
4	not sure	crowding	roads/infrastructure	
5	I have called the non-emergency police number several times to report an incident and they have always responded quickly.			
6	Community television channel public attendance. negative is little public participation except for VERY interested parties	cost of living		
7	City assistance in helping remedy my plumbing problems.	historic preservation		
8	nothing	cost of housing	traffic	
9	N/A	Lack of jobs or jobs outsourced.	taxes	School system
10	fireworks at central park on the 4th of July	updated parks	quality neighborhoods	homeless off the streets

zz	energy conservation	traffic	gangs	street parking
12	what they haven't done has increased my trust - no strikes, no rate increases, held steady on community services.	cost of housing	quality of education	general expense of running a city
13	Libraries, Electric Services during the major storms, Parks			
14	recycling program	utilities		
15	A effort to make this a community city, and not divided city.	Better use of Tax dollars	Providing housing	Securing our children's future education
16	The City's success in providing it's own electrical power at very economical rates.			
17	nothing	gangs	escalating utility bills	traffic
18	nothing			
19	Negotiated and guided development of Agnew property with eye to history and best use for the community	affordable housing needed	maintaining and preserving open space	budget shortfalls
20	nothing	population	traffic	recreational opportunities
21	When I had a sewage problem in my home, I called the city for help. People were courteous and helpful. Response time was very quick. I was impressed with their attitude and humaneness. I received good advice and good service.			
22	nothing	Traffic enforcement	schools	emergency services
23	Upkeep of local roads, both suburban and express.	electric	water	roads

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

24		emergency preparedness	school funding	
25	city clean-up, frequent newsletters	livable and affordable housing	crime	(immigration problem)
26	Environmental programs such as recycled water use, offering "green" power, and maintaining the Spring cleaning trash collection program.			
27	Generally peaceful and security in the city	Affordable housing		
28	nothing	affordable housing	attracting businesses	improving schools
29	I really like the new library.	high property tax	no mixed recycling	
30	nothing	(immigration issue)	crime	housing cost
31	Had a sewer clean out put in & the guys spent a lot of time looking for the connection that saved me a lot of money.	money		
32	New Library. Relocating bus transit from Franklin Mall to Caltrans station. Excellent power service not effected by deregulation problems.	No downtown. No heart of the city.	Quality of schools.	Old Quad infected by ugly, 60/70s buildings.
33		condition of streets	garbage collection inefficiency	
34	Referendums on the ballet appear that the city government supports liberal spending which would increase property taxes.	Not enough restaurants/shopping to offset taxes		
35	Nothing	Housing Costs	Congestion/Traffic	Waste in City Planning e.g. Sr Ctr, Saratoga Road Strip, Vets memorial, etc etc
36	nothing	rising cost of energy	youth drug use	school programs to keep youth in school

37	nothing			
38	Watching the Dept of Water Works employees work. They appear to me to be very dedicated. Not lazy at all. In fact, the C of SC workers are always working. I don't recall see any of them kicking back on the job at all.	Finish construction on Lafayette & Central Expwy	Enforce city code of scavengers going through our garbage!	Have police come through our neighborhood more than 1 every 6 months!
39	the city keeps us informed/ offers opportunity for input from citizens/is responsive when called/and has given us a most beautiful library.	cost of utilities	schools upkeep	
40	Neighborhood Night Out.	We seem to have a lot of murders.	Lack of State money	"Monster" garages being built on 5000 sq ft lots in the Old Quad
41	Quick response to issues with city tree on our property and sewer backing up	Controlling crowding in the city	Dealing with budget cuts	
42	nothing			
43		traffic	environment	
44	Maintains the roads.	School quality	Ability to attract business to the city	Air pollution from fireplaces
45	The city always has fantastic services for children of all ages, most recently the Teen Center at Cabrillo School and the new arts center at Wilcox HS.			
46	Provided good municipal utilities service at better than average costs.	Criminal activity seems to be increasing (like everywhere else)	Controlling the proliferation of tacky-looking strip malls	Avoiding pressures to build a major league sports center.
47	nothing	seniors	taxes	utilities
48	It's permit inspection (building inspectors)system has	housing	City Planning	traffic violations

	been positive. maintaining low cost of utilities.			
49	nothing	Public Utilities	Waste Management	Street Maintenance
50	nothing.	N/A	N/A	N/A
51				
52		high cost of housing	high cost of business	poor school systems
53	Nothing	No entertainment for adults (not *that* kind of entertainment)	City utilities can't be paid online	URBAN SPRAWL
54	Nothing	Lack of affordable housing	Job market	Gangs
55	I see the city gov't as a whole, therefore, I can't name one thing	affordable housing	public transportation	public education (impacts city)
56		population	cost of living	needs more character!
57		Housing	Good Schools	
58	Permit process was easy and I like how well they look after city trees on residential lots.	Property taxes are so high	Cost of housing high	
59	Investment in New Library in Central Park	Lack of Bike Paths	Public transportation	caltrain access
60	Communication with residents	Affordable housing	Services to low income residents	Maintaining economic tax base
61	Hands-down the building of the new library. I enjoyed the old library, but the new one is amazing in so many ways. It serves as a community center, architectural element, and an A+ library.	continuing to improve its school system	spending its funds appropriately	ecologically sound water/power management
62	excellent service from water, power, tree-trimming representatives.	tax base	housing	overcrowding
63	nothing	Traffic	high real estate taxes	

64	Nothing			
65	City's decision to build a new dog park, and to maintain existing dog park until new park is opened.	improve local public transport	need for additional entertainment resources	providing more services given limited revenues
66	Apparent attempt to stay within a reasonable budget.	Financial base (lack of)		
67	New library.	No place to go out, eat and have fun		
68	nothing	too many homeless people hanging around neighborhoods	Noise pollution	Littering
69	Fire and police response			
70	nothing	engaging our youth in positive activities	housing prices and availability	keeping business in the city
71				
72	nothing	garbage recycling		
73				
74	Acquired Electrical plants	Cost of Living	Cost of housing	City cash resources
75	nothing			
76	transportation system, new library and new senior center	schools	more new companies	
77		streets	crime	traffic
78	reliable service	senior concerns and housing	juvenile crime	resource management
79	Create and improved the City Library, our schools and kept to the commitment that Kaiser build a health care facility in our city.	Transportation for all including seniors, really want BART!	Improving our school ratings	Keep housing costs affordable for people to live here.
80		cost for small business	low scoring schools	

81	Nothing	Crime	Education	
82		affordable housing		
83				
84	nothing			
85	public utility investment and creation of new facilities			
86	nothing	housing prices		
87	Santa Clara library			
88	we have not lived here long enough to make that determination	code enforcement	litter	
89	Our city electrical power for residents prevented "blackouts" during power shortage while other cities in the county had issues.	Unsightly storage of RVs, campers, boats in residential driveways	Poor quality of repaving leaving cinder residue that is tracked into homes.	Wireless availability is essential to a growing city.
90	Block Parties and Community emergency preparedness support			
91		Housing Improvement	Recreation	School and Education Improvement
92	Building a new Senior Center (in progress)	Need more businesses for more revenue	Preparing for disasters	
93	I like the 4th of July celebration in Central Park every year - what a great way for the entire city to come together and celebrate the way we do here in Santa Clara! The views and countless attempts of city officials and what they try to bring to the co			
94	nothing			
95	not any one thing in specific	too many illegal aliens draining local resources	cost of affordable housing for lower	

			income residents	
96	I requested that signs be put up in the alleys surrounding my apartment and was able to communicate directly with the person responsible for this with no hassle. The work was done within a month. I was very pleasantly surprised and how responsive this ci			
97	Continuing the annual city wide clean-up campaign. It's the best!	high rents	availability of jobs that pay enough to live here	juvenile delinquency - kids skipping school
98	communication	Broken street lights on Princeton Way	Better school facilities needed	
99	The city's new electric generating station. Only two power outages in 30 years.	Collecting money due from State	Increase paymt health care employees	
100	Tree planting, yearly clean up, street maintenance, resident sewer inspection and promptness on permits and inspection. Also the war memorial in Central Park.	limiting new monster homes	public transportation	
101	Very impressed with the Santa Clara Police Department and Fire Department.	Jobs	Boats & RV'S & large trucks parked on the street.	
102	Neighbors night out with police & fire depts coming around to visit the residents.	commercial encroachment into neighborhoods	real estate special interests on city council	preservation of BAREC open space
103				
104		methamphetamine abuse		
105	Dedication to open space areas	city services	employee wages	traffic
106	There's nice looking landscaping in the median	It's too expensive to own a home	Homelessness	Panhandling / begging on the streets

	of El Camino Real.			
107	Our City is very clean and I attribute that to the annual clean-up campaign. I am also very pleased with the parks and the City's utilities.			
108		Cost of Living	Over population	over development
109	Creating more electrical generation.	Attracting good quality grocery stores like Whole Foods and Trader Joes.	Attracting good restaurants	Becoming electric energy independent.
110	Kept a balanced budget, despite difficult choices.	Historical preservation/Planning problem/Old Quad	(Employee problem)	(Management problem)
111	nothing	Traffic		
112	Nothing.			
113	nothing			
114	Funding of public schools	Availability of homes	Improving local public schools	
115		property taxes		
116	A tree crew was sent out by the city cut down a Modesto Ash. We like to think that this action saved our house and family members from a (potential fallen) tree disaster.	cuts to services, such as in library	affordable housing	social and medical services for needy
117	Upgrading the Senior Center and the Fire Stations	Bad streets		
118	frequent communications from the city in form of letters, pamphlets and calendars, etc	cost of housing	law enforcement	schools
119	nothing	education	environment	lack of housing
120		housing costs	lack of space for growing	public schools are not as good as before

121	saw the public library develop as promised.	racist police that are unaccountable	not generating enough money	youth not being kept in line at schools
122	nothing	High housing price	High living cost	Too many rude people in the community
123	nothing	city planning to make the city more people/living friendly	more bike/recreational pathway links	pressures on utility costs/garbage disposal going forward
124	nothing	No distinct identity		
125		kids out of school	sex offenders around this area	Too many buildings. its starting to get congested
126				
127	fire department response time	too many city workers	doing work that could be contracted to private business at huge savings	who is paying for the renovation of Warburton swimming pool? and is its tax payers why is the pool closed to the public 11 months out of the year
128				
129	nothing	housing for low income residents	open space	
130		Control real estate development	Conservation	Code enforcement
131	No one thing.	Housing costs	Employment / Jobs	Traffic Congestion
132		traffic	housing costs	jobs
133	The addition of the new Santa Clara veterans memorial in central park	Traffic	Jobs	Redo down town center
134	No significant increase in cost of city provided services. Excellent utility services. Providing citizens with a chance to view Council Meetings via TV.	Housing Density - overbuilding	Reduce traffic congestion	Maintaining quality teachers

135	I don't know.	Education	Employment	Affordable Housing
136				
137	nothing			
138	completion of new library, opening of the teen center	utilities	traffic	ability of citizens to speak English and/or make an effort to assimilate into society without and demanding special treatment unavailable to US born citizens under the
139	power production and treatment of city employees	tax revenue from Fed	tax revenue from State	
140				
141	We love city wide clean up day. we also love the city YAK center.	school traffic areas unsafe	pan handlers outside el Camino Albertsons	
142		over population	mass transit	traffic
143	nothing	affordable housing	responsive street maintenance	improved bicycle commuting capabilities
144	On call to repair sewer lines. We had a back up due to a street settling problem; they came out right away and fixed us up real fast.	Keeping good Fire and Police men	Traffic	Homeless people
145	nothing	traffic	Bart	
146	nothing	Basic Housing	Schools	Job Opportunities
147	nothing	crime	jobs	leisure
148	S.C. Power low income program			
149	Green Power	Schools	real-estate Development	No Down Town

150	Nothing	Transients/Homeless		
151	Silicon Valley Power	Overcrowding/ Too much high density	neglected north side neighborhoods	aging infrastructure/budget short falls
152	nothing	Crime and Safety	Maintaining tax base	Maintaining positive city image
153	nothing	growth limits	schools	budget
154	Remodeling/expanding Santa Clara Senior Facility. Constructing a new Library which benefits all ages.	High school students that are destructive	Drivers going over the speed limit near schools.	
155	Nothing in particular.	Overcrowding on El Camino Real	Too many ethnic stores on El Camino	No real downtown
156		Trash in the Streets in Springtime		
157	Keeping an emergency hospital in the City of Santa Clara.	Ethnic Race Issues		
158	when neighbors were not following codes of city, one phone call was all that it took for codes to be followed.			
159	nothing			
160	nothing	crowded	schools shortened K days	pollution
161	nothing	employment	affordable housing	
162	watching the city government in action on television.	federal government control	police enforcement to strong	overpopulation
163	service	Crime	street and city maintenance	
164	none	education	tech downturn	housing prices
165	Rebuilt the city library during a time of	High property taxes.	K-12 public school funding.	Services for the elderly, retired.

	decreased funding.			
166	Nothing	property crime	traffic accidents	affordable housing
167	On the contrary, (count as "nothing")	undue influence by Developers on Planning Staff ("recent repeated bizarre decisions by Council and Planning Dept make me think that a de facto cartel of Developers and Real Estate agents is running the city for their own benefit.")	gross lack of integrity by Council on Planning issues	in-fill development destroying established neighborhoods
168	Keep electric costs below other city's costs	no downtown	cable goes out frequently	
169	I'm a big fan of the open debates that the city hosts leading into city elections. I also like the farmer's market.	Relatively weak education in middle/high schools	Need downtown revitalization	Low class businesses on El Camino Real
170		taxes	vandalism	high housing costs
171	nothing			
172	nothing	drug abuse	crime	price of utilities
173	Invested in a new top-notch library	no downtown--which give a city much more heart	quality of schools, particularly high schools	need to serve an aging population
174	nothing	Lack of high density housing	Dearth of mass transit options	
175	nothing	traffic	cost of living	
176	nothing	energy consumption/recycling/green	schools/education	convergence of church/state
177	local government support of my neighborhood watch group	quality of schools	traffic congestion	general budget
178				
179	attempt at better university student relations	controlling operating costs		

180		business tax revenue decline	schools	
181	The new library is beyond my expectations. Beautiful!	Code Enforcement issues	Roadside trash	Traffic enforcement
182	Nothing	(racial comment)	(racial comment)	Businesses who can't speak English
183	Responsiveness of the fire department to a local emergency. Commitment to 'clean' energy. Continuing the clean up campaign.	Safety (fire/police)	Development	Effective use of resources
184	nothing	no central area of interest. Spread out too much		
185	nothing			
186	Holiday celebrations: July 4th, Christmas tree lighting, etc.	Quality of public education	Housing costs	Rush hour traffic
187	nothing	the police are too strict they need to lighten up		
188	nothing	Over zealous police department	Comcast increases	parks deterioration
189		Too much high density housing development		
190	Nothing.	Traffic	Noise	Over crowding
191	Talking with council members in the neighborhood, at the library, at civic events.	preventing political goals (of growth and affordable housing) from running neighborhoods with high density development	Preserving quality anode safety of individual neighborhoods as city is under pressure to grow.	Keeping Santa Clara a real "Tree City USA" with street trees and encouraging homeowners to not build out their lots with additions and parking areas.
193	Completed new City Library ahead of schedule and UNDER budget!	Educating our children		
194		Safety	Cleanliness	growth
195	Dealt well with economic recession - lessening	Economy - impact on City		

	impact on me	budget		
196	City tree trimming and sewer clean service. 4th of July celebration. New library. New fire station being built. Utility green power program.	Proper tax base to support needed services	Fully funded school programs	Maintenance of streets
197				
198				
199		controlling development	housing costs	maintaining infrastructure
200	nothing	cost of living		
201	Working with Fire Department and City Council	Creating business and job growth	Controlling expenses while maintaining services	Controlling growth and over expansion
202	(NOTE: 202 AND 203 ARE DIFFERENT PEOPLE FROM THE SAME HOUSEHOLD.);Nothing	fiscal responsibility	personal ethics	represent the electorate, not themselves
203	Nothing	fiscal responsibility	lack of personal ethics	represent the electorate, not themselves
204	nothing	There is no city center. The area near SCU has potential to be cool, but It's not. We need something like Sunnyvale, Mountain View, Palo Alto etc have! Santana Row doesn't count because it is too posh for us.	The police seem largely unhelpful. I had my apartment broken into twice ... the police did nothing--in fact, they didn't help me AND they gave me a ton of attitude and talked down to me like they were god's gift/but have time to break	Even though I've lived in Santa Clara/Sunnyvale area my whole life I hardly hang out in SC at all. We need more fun places, more events and central park, more places to eat, more fun things! =)
205	Spending on community services, new Library, new Senior Center, new Police Station, positive community feeling.			
206	The effort to protect the character of the old quad neighborhood in response to the wishes of the	Retaining the safety and friendly quality of S.C. has done very well in the past.	Remaining family - friendly: encouraging home ownership as opposed to rentals, so	Resisting pressure to allow card clubs, bars, etc. in residential or semi residential areas

	residents of the area, even 'though' it is small and therefore not powerful.		that neighborhoods remain stable and safe for raising children.	and keeping neighborhoods clear of graffiti and tagging.
207	nothing	job opportunity	traffic	air quality
208	The library is quite a product. And it is amazing to me that the electronic voice at the returns says, "Thanks for using the library" when it is like this gorgeous thing, and I am thinking, No thank you for providing the library. It so amazing.	I notice empty large buildings for business	I think the cops kill when they don't have to. I am sort of scared of them.	Making people aware of programs and opportunities that already exist
209	nothing	police oversight		
210	Tree lighting ceremony at the civic center	Schools (budget cuts decreased quality)	Identity (no real downtown, community area)	
211	Controlling utility rates	Keeping a reliable revenue source	Keeping control of land developers	Developing energy sources
212	have been upfront about regards to city policy.	housing	garbage disposal	maintaining utility rates
213	The City built the new library.	Need more money for schools	Housing costs	Need more diversity in city council
214	nothing	intent to strive for excellence and the highest ethics is not stressed at lower level positions	positive outreach to youth and families	Housing development that does not sacrifice quality environment and parking for density
215	Nothing	Keeping electric rates low	Treating City employees fairly regarding wages & benefits	Lack of a downtown like Sunnyvale or Mt. View
216				
217		traffic	public transportation	energy issues
218		schools	traffic	
219	Nothing	Education	Growth	Taxes

220	Approved reasonable increases to rates and fees, and eliminated general fund subsidies to full pay for service levels.	economic growth and development	loss of commercial/industrial zoned properties being converted to residential zoning	unfunded state mandated programs, state money grabs, and reduction of county services
221	New city library on Homestead	attract stable, quality retail on El Camino	improve walking-biking trails: link to other cities & goose poop in Central Park	same services for high density housing like free recycling & annual trash removal
222	commitment to recycling	no downtown or central meeting spot	blight	
223	communication with its residents	environment	older people-65 + - assistance etc	
224	Nothing	private job growth	reduced tax revenue (related to private job growth)	
225	Implementation of comprehensive recycling program.	high housing prices	lack of sufficient public transportation	protection of minority rights
226	Responded to 911 call	budget		
227	Library, response with police department, city veteran recognition program, senior citizens center	Traffic control	pollution	public safety
228				
229	I was a victim of identity theft. The Police department was very helpful. It was my first experience with them.	Schools	safety and crime	taxes
230				
231	Crime rate in Santa Clara is lower than other cities; the amount of recreation activities reflects how the community works together - festivals, etc.	unemployment	education	
232	Maintenance of city streets and parks is good, although maintenance of temporary markers could	No down town, Santa Clara is one long strip mall along El Camino. We need a ped friendly town center like	Traffic, although things are being done to improve this we could also use some	Need multi use large recycling bin, like San Jose.

	have been better during street overlays.	Mountain View.	landscaping along the expressways. City engineering staff is not to fluent in roadway specs. and average construction safety.	
233	No scandal; no known corruption.	Cost-of-living	Traffic	Real estate prices
234	Redeveloping the City Library	Crime	Redevelopment	Encouraging large businesses to locate in the City
235	I think the City has improved greatly over the last five years with a new library, youth center, theatre, senior center and fire department on Homestead. The parks are well maintained and the activities are great.	funding	maintenance of facilities	over development--too much new housing
236	nothing			
237	nothing	school administration organization	school educational programs	school funding
238	nothing	weakened tax base--decreased city funding	decrease in school funding	cost of housing
239	None	Special and obvious interests of elected officials protecting their own interests (financial and political)	Lack of budget for city maintenance	Poor school scores
240	Veterans Memorial in Central Park.	Sustaining businesses	Graffiti	public education
241				
242		Traffic	State Government	No downtown strip
243	There is no one single thing, which is good, it's the overall picture. The new library is excellent, the monthly utilities bill is well thought out, I like the fact the city has its own power, I like the new green power option. Although I don't use the	The schools	The schools	The lack of a city center (nowhere for community to come together like university ave in PA etc or castro in MV.)

	po			
244		no downtown area nightlife etc. (ex. Sunnyvale)	public transportation is horrible and never on time	lacking of a general feeling of community
245	VTA service is very good.			
246	Toxic waste collection day			
247	It has been my experience that there are a couple of very dedicated community policing officers in the SCPD that make an honest effort to do effective work. I don't think they have adequate support from the Chief, but that is another matter.	affordable housing	neighborhood relations with SCU	planned growth
248	Can't think of anything.	SCU Student Noise issues around neighborhoods near campus	Code enforcement	Party, Alcohol and Noise enforcement
249		cost of housing	schools	jobs
250	nothing	public outreach (meetings, events)	lack of public activities/recreation	
251	managed electrically utilities very well during the Enron crisis and continued the Fourth of July celebrations	drugs	high housing costs	
252	nothing			
253	nothing	Traffic	street maintenance	keeping utility rates reasonable
254	Maintained city services in excellent condition.	high cost of housing	educational standards and funding	traffic congestion
255	I appreciate the communication in the form of the periodic newsletter.			
256	nothing	Removing the Credit Union from SCU Benson Bldg.	Too much traffic all over	I can't think of anything else
257	nothing	Transients walking the streets	Graffiti	Low-cost housing for

				needy
258	After screwing up the first time - rebuilt the main library.	safety	utilities	zoning
259	City Services have been good	Schools	State Budget	Jobs
260	keeping utility prices low. Local govt doesn't look to be gouging residents for services. The senior programs look good, wonder if I can afford to retire here.	fewer high tech jobs/economy	affordable housing	being able to walk to shopping
261	service	illegal aliens	traffic at valley fair	
262	nothing	as with any city possible cuts in key services	keeping up with quality education. make sure educators are qualified	
263	I love the new Central Library -- spacious, wifi, comfortable, close to home.	budget/finances	affordable housing	
264	nothing	traffic	senior housing	tax base (off shoring of jobs)
265	nothing	golf course maintenance	housing	traffic
266				
267	nothing	education	cost of living	traffic
268	nothing	growth	utility costs	schools
269	I haven't lived here long enough to answer.	Preventing jobs from being off-shored.	Encouraging more participation in Santa Clara Green Energy.	
270	Brought the moving wall of Vietnam Vets to Santa Clara. Continued with the fireworks. During the power crunch a few years ago, the City of Santa Clara utilities remained reasonable. Also I attended all of the events for the 150 years of Santa	Fireworks show	Increasing housing prices	Adult education classes

	Clara ann			
271	Little effort spent on keeping neighborhoods single family, more time spent with developers and not with home owners.	Over population	Traffic	public miss trust of politicians
272				
273	Water quality management, riparian habitat in lower San Thomas Aquino Creek & jogging trail system	Education k-12	Vacant light industry	build corporate tax base
274		?		
275	nothing	Recycle		
276	nothing	traffic	no timed traffic lights on major expressways	
277	Compared to Fremont, where I operated a retail business, S.C. has more reasonable codes, and does a much better job maintaining the city streets.			
278	Televised meetings, officials accessible	Traffic	Budget constraints	Crime-youth at risk
279	Fire/ambulance response excellent to us in 2 instances	population growth limits	assimilation of recent immigrants	pop.growth drain on city services
280	new automated garbage trucks	traffic	over building	schools
281	nothing	affordable housing	education	
282	New Library	Housing	Schools	Roads
283	nothing	roads	safety	space
284	The only thing I know of is the plan to expand energy alternatives to try to keep costs down.	Rampant traffic violators (speeders/red-light runners) the police claim they have no time to deal with.	The city's refusal to allow renters in small units to recycle.	Increase in gang activity and placement of sex offenders near elementary schools!

285	nothing	traffic	overbuilding	illegal
286	Built the new city library	Lack of affordable housing	Poor quality of public education	
287	nothing	Traffic Congestion	Over Development	Improving Education for our Youth
288				
289	nothing	traffic		
290				
291	City council trying to hold down expenses.	Overbuilding causing congestion	understaffed police dept	no correction of rude, arrogant building inspectors who are on a power trip
292	Kept utilities costs low. City clean up in March and April. 4th of July fireworks.			
293	nothing	maintaining city services	maintaining tax revenues	managing traffic
294	nothing			
295	Great help and response to 911 emergency.	poverty	education	recycling
296	city newspapers and booklets describing the latest activities and changes in the community and government policy are up-to-date and clear, and seemed to be serving the best interest of people living here.	traffic	education	enviornment
297	ratings of school increased	traffic	quality of schools	too many shopping carts around town
298	Dedication of the city services employees has given me confidence. Also, they show us their caring attitude.	Dictatorship in city government	Priority in fund handling regarding building	Money managment - fund raising
299		affordable housing		

300	nothing	Good public schools	Safety and Security	House prices
301	build a new senior center			
302	The Weekly Newspaper and preparing the Public for Emergency like H.E.A.T.	Traffic Change Stop lights to work together. Stopping at every light slows traffic. Bowers is slow because of this stop light situation. I'm sure there are other streets as well. San Tomas Express is a good example		
303	nothing	crime	new jobs	affordable housing
304		cockroaches on my street	inefficient and inept (named) department and hypocritical and biased (named) department	
305	Wrong ? ! How what what has the City done to lessen my trust...?	traffic congestion	overregulation of private property	pigsty in neighborhoods around PCU
306	Excellent maintenance and management of utilities	Budget constraints	High price of housing	Drug use amongst youth
307		education of youth	keeping youth off drugs	
308	nothing			
309	nothing			
310				
311	I really like that the police department supports our grade school children through the dare program and the safety patrol at our elementary school. I liked also that I could talk with the lady running for county clerk at her farmer's market table.	inequality of educational strategies at elem schools	older youth should have lots of opportunities to CONTRIBUTE to the city	paying for and getting households to use energy effectively
312				
313	nothing	affordable housing	affordable housing	affordable housing

314	City manager approved pay raises for (names removed) and approved annual average 10% raises to Police and Fire, but she will not support equilateral raises for other city employee/ departments. Be fair (\$\$\$) to ALL city employees.	affordable housing	industrial base diminishing	retianing (compensating) city employees
315	Build a very nice new library.	Family problems (violence)	Recycling (need to do it for Condos and Apt)	Vandalism
316		bringing new business to the city	affordable housing for young adults	maintaining open space
317		lack of affordable, updated apartment housing		
318	Nothing	Reduced funds from state and feds - reduction in city services		
319	nothing	Keeping the city safe	less increase in utilities	better school system
320				
321				
322				
323	Excellent parks. Excellent utilities. It would be great if Santa Clara had more of a "downtown" feel like Los Gatos.	Creating more of a community feel	Left messages for home code enforcement representative (who) didn't call back regarding upkeep of neighbors home.	Neighborhood school isn't very good.
324	The New Police station looks great and people know where it is. City Hall looks more like a Condo Complex.	Budget	Increasing Parks for growing pop.	Attracting Businesses
325				
326	4th july celebration -- found a way to continue with low funds	schools- non-uniformity	costs of living here	housing prices
327	nothing	affordable housing	homeless	better schools

328	nothing	schools	schools	crosswalks
329	nothing	school	school	crosswalks
330	I can't point to one single thing. I appreciate the overall effect of regular communication, reliable utilities, City-wide events like July 4 Fireworks and September Art & Wine festival, and clean neighborhoods.	Managing increased traffic	Managing increased housing density	Attracting good employers
Total	N	100 "nothing" 60 blank /N=330	330	330
1	nothing. The city council does not make itself very well known in what they do to the average working non-retired santa claran.	Merging community with Public Education	Creating a small town downtown feel.	Streamlining the permit/code enforcement process for old quad homeowners.
2	nothing	traffic control	noise	loose dogs in parks
3	nothing	cost of living/housing	jobs	traffic
4	nothing	housing density	parking	traffic
5	Budget restrain. Except too much housing is reducing fresh air and open space. Parking lots and parking destroy quality of life. Cramming housing into cul-de-sac. We need housing but not destroy quality of life of present residents.	Ethical elections and officials	Education	Officials who take action when they see a problem. Enforce codes and election rules.
6	nothing	jobs	housing	disabled issues
7	reliable and consistent services for City residents, i.e., sending someone to check sewage pipes at no charge in the middle of the night	rise of homelessness	low-ranked school system	slow economic growth
8	nothing	maintaining city services at the current level without raising taxes		

9	SERVICE	speed limits	noise abatement	vandalism
10	nothing	city council	too much hi-density housing	recycling program
11	Ethical campaigning workshops; ethics discussions	Many elected officials who are self-serving rather than making decisions based on what is right for the entire City	Budget constraints - using reserves to balance the budget	
12	Kept utilities as low as they could.	Ethical issues	Supplying services within budgt	Education
13	Our water and electric Departments have done a good job of keeping prices lower than other cities. And the service excellent	The emty buildings	Prices of homes	wages
14	nothing	Getting new businesses to relocate to Santa Clara	Getting vacant business space rented	Improving the services of the police department to serve the public!
15	Anything they have attempted to do to increase my confidence, or the confidence of my neighbors, in City services has been superficial and discriminatory. The City really wants us all to just go away and let them run the City unobstructed. Oh, and they	greater % of renters than homeowners	(a) causes lack of concern over deteriorating neighborhood quality of life	City emphasis on more affordable housing and senior services vs upgrading quality of life for all residents
16		School system	More High Denisty Housing	Downtown Area
17	Nothing	budget deficit	lack of trust in city government	high cost of living for residents
18	Response to the financial crisis of 200-2005	Disaster preparedness		
19	Trying to keep the Old Quad looking like it should by passing certain regulations regarding remodels and such.	SCU over running the city	Student parties/messes, red cup alley	traffic- Monroe, Lafayette
20	They deliver want they promise too.	Improve the outdated park equipment, in the older parks i.e. Central Park. Safety for	Redevelopment fo historic downtown area. What is the	Invest in public schools

ETHICAL PROFESSIONAL SERVICE-ORIENTED FISCALLY RESPONSIBLE
ORGANIZED COMMUNICATIVE COLLABORATIVE PROGRESSIVE

		children is a big concern	strategy?	
21	nothing	small education budget	no real downtown	not enough consideration for pedestrians
22	Street dance, Franklin Square	Increased housing density	ethics of elected officials	economy
23	I like the city's emphasis on services, particularly the street department (garbage collection and recycling) and also the utilities.	Need more affordable day care	There are a lot of pedaphiles in SC which is very scarey	Property tax is very pricey
24	Fair city elections	city council corruption	too many new apartments	increasing crime
25	nothing	affordable housing	funding for recreational services	funding for senior services
26	The new contract for public safety and misc workers are under review. I feel the city should pay these misc workers more then 2.5% increase. Were Santa Clara! The heart of the Silicon Valley.	affordable housing	seniors	
27	maintaining services after economic downturn	rebuilding downtown		
28	Responds within reasonable time frame to questions and problems.	Attracting quality grocery stores.		
29	HEALTHY PUBLIC UTILITY	BUDGET	LABOR	UTILITIES
30	nothing	financial issues	satisfaction of the city's staff/workers	
31	public arts programs expandedReceived Ethics Award.	housing	racial tensions	traffic
32	Nothing to deepen my trust but the way city govt. treats differently the employees of the city is disgraceful. Especially recently in the way the	Poor economic preparation for city projects and unequal pay for employees of same.	too much lobbying of city council members for specific group of workers in city government.	No equality or fairness in dealing with workers.

	City council has handled the pay issue for employees.			
33	City action good control of budget	fair and equitable salary increases for employees	salary comparisons for employess	Balanced budget
34	Political Campaign Reform (funds, sponsors, donators), City Public Cable TV (recording the Council Mtgs and other informative information)	Gangs	Public School Funding	Affordable Housing for Medium Income
35	Sense of community	energy	cost of living	housing
36	nothing	code enforcement		
37	Every once in a while the city government does something interesting, which would indicate that officials do care. One such item would be this survey. Of course, it would be nice to know specifically how the survey actually influenced any real decisiions.	energy supply and cost	supporting public and private education	continuing support of public resources, such as parks
38	they all done a good job	garbage/cleanliness	water system	roads reappear
39		Poverty	Crime	Pollution
40	City service- extremely quick reaction from streets department involving a water leak	staffing levels of the Police Dept	the lookof our business areas- El Camino- looks like all foreign businesses now!	are we prepared for the Bird Flu?
41	Retaining Kaiser in Santa Clara. Very good, though not clear if the city had much to do with that. The teen center! GREAT! I've seen two parks updated-- Mary Gomez and Alvarez. Those are good. The rest need to be done. How on earth are you going to attract	(Reference to named person removed.) . WHAT BS! What corruption! I can't believe the council fell for that! What a shame!	Homelessness along El Camino and other areas like the World Savings on Homestead; seems to have gotten a lot worse.	Lack of new affordable housing and attracting younger people here.
42	nothing	schools	housing	transportation

43	The Santa Clara community is positive, the city wide events are a nice touch. Although, fireworks during 4th of July are not needed. The community enjoys them, but the cost is so high, the money could be used for more positive programs for the residents.	Cost of living	Amount spent on 4th of July	Trashiness of El Camino
44	Nothing	Over Population / Crowding	Policing of low income/ higher crime neighborhoods	High Costs of rental / lease space for businesses
45	Cannot think of any. The utility services are very good however	Responsible city government	High density housing	Poor business environment
46	nothing	density	traffic and speeding	failure to attract desirable businesses
47	Nothing	safety		
48	Nothing	Cost of Living	Schools	
49		enviornmental problems	Impact of salary increases	
50		enviornmental problems	Impact of salary increases	
51	I feel that the Employees working for the City are the "Best", and are Ethical and can be trusted. However I see The Managers as Irresponsible and Self Justifying, and are not Ethical, Fair or Honest especially when it comes to thier own Employees, who in	City Management is NOT Fair, Responsible nor Ethical. They need to Budget money in the "right " areas. No more "waste" on un-needed Power Plants or "Fancy" Libraries. Just the basics!	Insuring that they "keep" thier valued and most important assets, thier employees. After all they are the "foundation" of this city. Insure them security and stability and fair wages and pensions, just like the Managers and Public Safety get.	It appears to me that the City is very "Lop-sided" in its Management area, and several Positions could be eliminated and possibly "Stream-lined".
52	Built a fabulous state-of-the-art Central Park Library Followed through on plans to build/up date Sr Citizens Center Approved ethics policy for City Council, commissions, etc.	maintaining existing city staff, employees		

53	nothing	education in santa clara schools	budget cuts for programs for kids	public safety
54	NOTHING	EMPLOYEE SUPPORT	EMPLOYEE MORALE	BUDGET
55	QUALITY OF THOSE RUNNING FOR OFFICE.	ONE CENTAL DOWNTOWN WITH RETAIL	UNITED CITIZEN PRIDE FOR CITY	PUBLIC RALATIONS FOR SANTA CLARA
56	nothing	cost of utilities and heat	not enough open space	high pension funds
57		demand by public safety groups for exorbitant retirement benefits	need for meaningful campaign finance reform, including public financing of city office campaigns	emphasis on ethics standards for city employees and officials
58	On the whole, I feel that the City does a great job at providing services while sticking to a tight budget. We did a home remodel in 2002 and the folks who did the inspections, and hooked up our electricity provided quick responsive services. When we ha	BAREC - preserve it as open space	lack of code enforcement	blight
59	protecting the children by fire and police and city safety and education programs	transportation	cost of utilities	housing costs
60	nothing	Cost of living (SVP, Waste, Cable)	Ethical elections	Paying City retirement plans
61	Created the Ulistac Natural Area.	Corruption.	Overdevelopment.	Poor quality of life.
62	Ethical Elections. I liked viewing the candidates answering questions on how they ran an ethical campain.	Over crowded highschoools	busineses moving out	maintaining safe neighborhoods
63	appreciate the new library; appreciate a city owned utility	high density housing is a problem	unreasonable code enforcement	taking of private property for public use
64		traffic		
65	managed extremely well in difficult financial times	maintaining SC's ability to have strong business tax base	manage retirement costs of city employees	expanding services to residents

66	Voters rejected Council members when it was revealed that they had ethical breaches, violated campaign rules.	Quality of schools	Open space and parks	Code enforcement
67	nothing	uneven property taxes	streets/sidewalks	overspending
68	Veterans Memorial Central Park and Veterans Day Ceremonies	Affordable Housing	Education	Traffic congestion
69	Nothing.	Keep energy costs low.	The annual cleanup campaign is a waste of money.	Lack of parks and green space.
70	city services overall are good	ethics	corrupt entrenched power structure	
71	I always get a fast response when I have a question for a city dept	finances		
72	nothing special, except regular communication via newspaper, utility inserts, calendar, council access tv, website info, city councils reaching out and communicating updates to constituents	graffitti, slow to remove	overdevelopment of housing without consideration of traffic and requiring open space	
73	nothing - the City has covered up violations of elected officials' transgressions in the last two elections	economy	outside utility increases	restoring faith in elected officials
74	nothing	Fire Department's need someone from outside. If your in the click it's ok. but if your not . Thats not how things are done and were done in the past. I see from the outside looking in. There is serious problems.	Police department that another story. Some of them think they are above the law. Just because they crry a badge doe not mean they can gun down people or intimidade people. Since when they can hold there own investigation in a police involved	Our City manager either needs to take charge or get out.
75	Tried to set up an ethics committee	Trust in City Council	budget	economy

76	Finally having a neighbor clean up his yard and unblock sidewalk after over 2 years of complaints from the neighbors. However, threats to go to BD meeting with the problems and several more people getting involved before anything was done.	Political correctness to foreign residents, and to hell with long time residents born and/or raised here.	omitting religion, references to God (ie.holiday tree vs christmas tree)	not supporting events such as the walk for life. no council members have attended in the last 3 years. campbell's city participations is outstanding!
77	PROACTIVE, INFORMATIVE city owned utility sytem and information from City Planning and Permits.. as a new residnet, it's impressive!	Student Housing		
78	nothing	repair infrastructure	gang members	finances
79	nothing	budget	(specific reference to named person removed)	(specific reference to named person removed)
80				
81	Stood up to Gov. Arnold on the Defined benefit Vs. defined Contribution issue.			
82	Kept utility costs down	Code enforcement	Planning for future needs	Keeping costs down
83	City stays financially responsible	Deteriorateting general quality of life	Lack of open space, population density	Lack of code enforcement by SCPD
84		school programs	high cost of utilities	better programs for seniors
85	ethics program, surveys, lastword forum at last election	maintaining core services	balanced budget	ethics
86		Failure of majority on city council to vote on certain measures in accordance with the expressed desires of its citizens.	The undue influence that real estate developers have on a majority of the city council.	
87	Nothing	Environment	Energy	Overcrowding

88	Nothing!	Overcrowding of housing	Traffic	Lack of open space
89	nothing	affordable housing	traffic	lack of a downtown or center
90		economic stability	adapting to changing demographics	
91 CB	can't think of anything right now that I am excited about.	lack of open space	not listening to the community	unethical behavior of the city council
92		being an environmental leader	corruption	
93		Over generous pensions that places burden on future taxpayers	Commercial Rental Vacancies	Attracting Higher Socio-Economic residences
94	Conduct of Mayor and the City Manager	Urbanization of the Valley	Traffic	Living within our means
95	Consistency in all or most areas	financial resources	aging infrastructure	redevelopment of the old downtown
96	Nothing	Reduced the level of fire protection	Unnecessary spending of city tax dollars	Miss management of city government
97	Fire dept and police dept support.	salaries to keep good workers	support for education	appropriate spending
98	Nothing	Reduced the level of fire protection	Unnecessary spending of city tax dollars	Miss management of city government
99		Overcrowding	Leisure options	Aging population
100	I appreciate the communications regarding utilities; I can tell you are doing a good job of watching out for my interests in this area, and, therefore, probably doing a good job in other areas.	overcrowding	traffic problems	gangs
101	absolutely nothing	keeping BAREC as open space	the lack of public meetings on BAREC	City Council corruption
102	nothing	unhappy workforce		
103	nothing	collusion of local government with development interests	increase in population density	lack of public transportation,

				inadequate parking
104	nothing	influence of real estate developers	funding programs	housing
105	nothing	negotiations	P.G.&E. take-over of the Electric Dept	Freeze on hiring any ex-P.G.&E. employees
106	The work the police/fire/and local hospital (Kaiser) did with the High Schools on the 15 minutes program.	Safety of both the schools and streets	Cost of housing	Lack of jobs
107	Our new library and the 4th of July celebration are great things that our city government has done for everyone.	Honest elections	Retirement benefits seem out of control	Parks and Rec. have become too large
108	nothing	decling wages for civil servants	city employees living out of city	high cost of living here
109	development of ethics program (but will they continue to implement it?)	budget	ethics	
110	nothing	crime	drugs	school closings
111	The City Power company repaired the main electric line to my house when it failed.	Budget	Drugs	Crime
112	adopting code of ethics and values	affordable housing	services and housing for seniors	maintaining fiscal stability in current economy
113	The City Manager's office has been helpful in facilitating communications addressing our neighborhood issues. Although those issues have not been resolved, I feel the individuals I have dealt with have been courteous and positive that help, taking person	Maintaining lower cost and reliable utilities	Extending efforts on street repairs	Facilitating neighborhood involvement
114	Education	Housing	Education	Transportation

115	nothing	better downtown/consumer businesses	better schooling	less dependence on "brown" power
116	Kept a lid on the costs paid by residents for city services. I appreciate the effort made to minimize the impact of the economy's downturn on the price I pay for utilities, garbage, recreation programs, etc.	Medical coverage for retired employees.	Affordable housing	Keeping Santa Clara a competitive place to do business
117	Has kept me informed on its city channel.. Events are announced on the city channel.	transportation(more public)		
118	nothing	traffic	neighbor hood quality	lack of ethics of the majority of the city council
119	nothing			
120	nothing	(Specific reference to named person)	Housing jobs imbalance	poor public transportation
121	1. Continuing investments in Silicon Valley Power. 2. Building shelter for battered women. 3. Responding to my neighborhood's traffic complaints.	Prop 13	Prop 13	Prop 13 :-)
122	Nothing.	Quality of Public Schools	Affordable Housing	
123	Nothing	Pandering to immigrants	"political correctness"	Lack of true long range planning
124	nothing	energy costs	school funding	
125	they have improve in making more electric for us	parking control at handicap spaces		
126				
127	Made sure River mark had a Safeway Store. Built a power plant for energy security.	Enviromental pollution.	Loss of well paying jobs.	Loss of revenue.

128		nothing	not sufficient street lights	very expensive to live. high rents/ house prices very high	no public squash courts. I like to play squash
129		Cleaned up El Camino Real	paying our employees	making rents lower - business & home	traffic control
130		added crossing guards at Eisenhower Elementary	not enough bicycle lanes that are safe	archive city councils meetings online with searchable video like Cupertino	a central visible downtown
131			run down buildings		
132		adoption of code of ethics	finances, budget problems	influence of special interest groups	decisions that do not take into account the best overall for the city
Total	N	49 "nothing" / 15 blank / N=132	132	132	132
N		462	462	462	462

APPENDIX F: RESIDENT FEEDBACK SURVEY INSTRUMENT

CITY OF
SANTA
CLARA

RESIDENT FEEDBACK SURVEY

CONDUCTED BY SANTA CLARA UNIVERSITY

Thank you for requesting the print version of the City of Santa Clara's *Resident Feedback Survey*, a research project conducted by Santa Clara University's Communication Department in partnership with the City of Santa Clara's Ethics and Values Program.

The Project at a Glance

- This opinion survey is anonymous and your participation is voluntary.
- Any current Santa Clara City resident over the age of 18 may fill one out.
- The survey takes about 20 minutes to complete on paper.
- About 10% of the City's households, selected at random, were invited to participate as part of the project's scientific sample. If you are among that group, you received a survey passcode in the mail and need to have it available when you fill out the survey.
- Every resident who fills out a survey is investing in good government and the future of the City. What better way to start the New Year?
- Thank you, in advance, for your honest and constructive feedback!
- **The survey deadline is Friday, January 27, 2006 at midnight.** Please put this survey in the mail by January 24, 2006 to assure its timely arrival.

IMPORTANT!

Before filling out a survey, you are asked to read the following questions and answers. These present basic information about the study so that you may make an informed decision to participate or not. Submitting a survey indicates that you have given your informed consent and are participating in the project voluntarily, based on your understanding of the information presented here.

1 WHAT IS THIS SURVEY ABOUT?

This 20 minute survey asks for your opinions about the Santa Clara City community, elections, government, and public trust. It is designed to be non-partisan and non-political. You do not need any special knowledge or voting experience to answer the questions. Your feedback will be combined with everyone else's to provide important information for the City and the wider community interested in good government and public trust. The information will help the City Council complete current goals and plan for the City's future. The study's findings may also be published in academic journals and on the Internet so others can learn from the City's experiences.

2 WHO IS DOING THE RESEARCH?

Dr. Thomas Shanks, Associate Professor of Communication at Santa Clara University, is conducting the study. Dr. Shanks also serves as the City's ethics

consultant. Dr. Christine Bachen, from SCU's Communication Department, is assisting on the project. Deputy City Manager Carol McCarthy is working closely with the researchers. (Questions? Send email to Dr. Shanks at tshanks@scu.edu or Carol McCarthy at CMcCarthy@ci.santa-clara.ca.us.)

3 WHO IS ELIGIBLE TO PARTICIPATE?
Any current resident of the City of Santa Clara 18 years of age or older may fill out the survey. About 10% of the City's households received a special invitation by mail to join the scientific sample for the study. A computer selected these addresses by chance (much like pulling names out of a hat) from a list of all the City's households. Strong participation from the scientific sample significantly improves our ability to say that the survey's results are representative of the opinions of the entire City.

4 IS THE SURVEY ANONYMOUS?
Absolutely. No names, addresses, or computer identifiers are associated with the survey you submit. Passcodes are used to verify City residents and members of the scientific sample, but Dr. Shanks removes this information permanently soon after the survey is submitted and prior to data analysis.

5 WHAT IF I DON'T WANT TO FILL OUT A SURVEY?
Participation is completely voluntary. If you do not wish to fill out a survey, you need do nothing further. You are also free to opt out even after you start the survey and you may skip any survey question you do not want to answer. Thank you for considering our invitation to participate. We respect whatever decision you reach.

Other Frequently Asked Questions (See Appendix 1)

Of General Interest

- [6.](#) What should I expect from the researchers?
- [7.](#) Why do you prefer the survey online rather than on paper?
- [8.](#) How do I get a copy of the paper survey?
- [9.](#) How do I submit a paper survey?

Of Interest to Sample Households

- [10.](#) How many people can participate from each sample household?
- [11.](#) How do we submit a second survey from a sample household?
- [12.](#) What if I cannot find my passcode?
- [13.](#) How do I remain anonymous if I use the passcode?

Of Interest to All Other Residents

- [14.](#) What did the invitation letter for the scientific sample say?
- [15.](#) What if I did not receive a letter or passcode?

SECTION 1: EXPERIENCE WITH THE CITY OF SANTA CLARA

1. **How many years have you lived in the City of Santa Clara as an adult (that is, since your 18th birthday), counting any time you have lived here?** (Mark one square below. If you choose "1 or more years," also write in the number of full years. Round up for six months or more; round down for fewer than six months. Examples: Lived here 1 year and 8 months? Round up; type "2" on the line. 5 years and 3 months? Round down; type "5" on the line.)

- ☐ 1 or more years (specify # of years) _____
☐ Less than 1 year

2. **How many years, if any, did you live in the City of Santa Clara prior to your 18th birthday, counting any time you have lived here?** (Mark one square below. If you choose "1 or more years," also write in the number of full years. Round up for six months or more; round down for fewer than six months. Examples: Lived here 1 year and 8 months? Round up; type "2" on the line. 5 years and 3 months? Round down; type "5" on the line.)

- ☐ 1 or more years (specify number of years) _____
☐ Fewer than six months
☐ Did not live in Santa Clara prior to my 18th birthday

3. **Do you own your own home, rent, or have a lease-to-own arrangement?** (Mark one square.)

- ☐ Own
☐ Rent
☐ Lease-to-own

4. **Do you expect to be living in the City of Santa Clara five years from now?** (Mark one square.)

- ☐ No
☐ Yes

5. **Which of the following statements comes closest to your overall feeling?** (Mark one square.)

- ☐ The City of Santa Clara is generally going in the right direction.
☐ The City of Santa Clara is generally going in the wrong direction.

6. **How proud, if at all, are you to tell people you live in the City of Santa Clara?** (Mark one square.)

- ☐ Not at all proud
☐ Not very proud
☐ Somewhat proud
☐ Very proud

7. **How would you rate the City of Santa Clara as a place to...?** (Please mark one square for each topic below, using a scale where 1="poor" and 6="excellent" with 2 through 5 in between. "Do not know" is also a possible response.)

	Don't know	Poor					Excellent
		1	2	3	4	5	6
a. Feel safe and secure	☐	☐	☐	☐	☐	☐	☐
b. Live after retirement	☐	☐	☐	☐	☐	☐	☐
c. Raise a family	☐	☐	☐	☐	☐	☐	☐
d. Spend leisure time	☐	☐	☐	☐	☐	☐	☐
e. Work and do business	☐	☐	☐	☐	☐	☐	☐
f. Overall, as a place to live	☐	☐	☐	☐	☐	☐	☐

8. **How would you rate the following City services?** (Services are listed in alphabetical order. Please mark one square for each topic below, using a scale where 1="poor" and 6="excellent" with 2 through 5 in between. "Do not know" is also a possible response.)

	Don't know	Poor					Excellent
		1	2	3	4	5	6
a. Fire Department	☐	☐	☐	☐	☐	☐	☐
b. Garbage disposal, recycling, and Clean Green	☐	☐	☐	☐	☐	☐	☐
c. Library	☐	☐	☐	☐	☐	☐	☐
d. Municipal code enforcement	☐	☐	☐	☐	☐	☐	☐
e. Municipal utilities	☐	☐	☐	☐	☐	☐	☐
f. Parks	☐	☐	☐	☐	☐	☐	☐
g. Permit Center	☐	☐	☐	☐	☐	☐	☐
h. Police Department	☐	☐	☐	☐	☐	☐	☐
i. Recreation programs	☐	☐	☐	☐	☐	☐	☐
j. Street maintenance	☐	☐	☐	☐	☐	☐	☐

9. In Santa Clara, have you ever run for or been elected to public office; been appointed to a City Commission, Board, or Committee; volunteered significant time on a City political campaign; or worked as a City employee? (Mark one square. Check "yes" if you have had *any* of the listed experiences.)

☐ No

☐ Yes

- 10a. Based on your experience, how much impact, if any, does each of these groups have on your day-to-day life? (Mark one square for each group below, using a scale where 1="no impact at all" and 6="great deal of impact" with 2 through 5 in between.)

	No impact at all			Great deal of impact		
	1	2	3	4	5	6
a. Federal Government in Washington, DC	☐	☐	☐	☐	☐	☐
b. California State Government	☐	☐	☐	☐	☐	☐
c. Santa Clara County Government	☐	☐	☐	☐	☐	☐
d. Santa Clara City Government	☐	☐	☐	☐	☐	☐

- 10b. Overall, would you describe the impact of each of these groups on your day-to-day life as primarily negative, primarily positive, or too little to tell? (Mark one square for each group.)

	Primarily negative	Primarily positive	Too little to tell
a. Federal Government in Washington, DC	☐	☐	☐
b. California State Government	☐	☐	☐
c. Santa Clara County Government	☐	☐	☐
d. Santa Clara City Government	☐	☐	☐

11. In general, how much trust, if any, do you have that each of these groups will serve the best interests of the people it is elected to represent? (Mark one square for each group below, using a scale where 1="no trust" and 6="great deal of trust" with 2 through 5 in between.)

	No trust			Great deal of trust		
	1	2	3	4	5	6
a. Federal Government in Washington, DC	☐	☐	☐	☐	☐	☐
b. California State Government	☐	☐	☐	☐	☐	☐
c. Santa Clara County Government	☐	☐	☐	☐	☐	☐
d. Santa Clara City Government	☐	☐	☐	☐	☐	☐

12. In general, how would you rate the ethical behavior of each group? (Please mark one square for each group below, using a scale where 1="poor" and 6="excellent" with 2 through 5 in between.)

	Poor			Excellent		
	1	2	3	4	5	6
a. Federal Government officials in Washington, D.C.	☐	☐	☐	☐	☐	☐
b. California State Government officials	☐	☐	☐	☐	☐	☐
c. Santa Clara County Government officials	☐	☐	☐	☐	☐	☐
d. Santa Clara City Government officials	☐	☐	☐	☐	☐	☐

13. What one thing, if any, has the City done in the past five years that has deepened your own trust of the City's government or increased your confidence in City services? (In the box, print any City action, policy, service, event, communication, etc. If nothing has deepened your trust, print the word "nothing.")

14. What are the most important problems facing the City of Santa Clara today? (List up to 3 problems, one in each box. The order of the problems does not matter.)

a.

b.

c.

15. Over the past five years, how often would you say you have attended a City Council meeting, watched any part of a Council meeting on Cable Channel 15, or had any contact with a Council Member? (Mark one square.)

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

16. Over the past five years, how often would you say you have gone to City Hall for information or with a question, called about an issue, applied for a permit, or had any other contact with City staff? (Mark one square.)

- ☐ Never
☐ Rarely
☐ Occasionally
☐ Frequently

17. How aware, if at all, would you say you have been over the last five years that the City of Santa Clara was implementing a program in ethics and values for City leadership? (Mark one square.)

- ☐ Not at all aware
☐ Not very aware
☐ Somewhat aware
☐ Very aware

18. How aware, if at all, have you been that the City... (For each topic, mark one square.)

	Not at all aware	Not very aware	Somewhat aware	Very aware
a. Encouraged citizens to "Vote Ethics" during the November 2004 election	☐	☐	☐	☐
b. Has a Code of Ethics and Values	☐	☐	☐	☐
c. Held ethics orientation sessions for Commissioners	☐	☐	☐	☐
d. Held ethics study sessions for the City Council	☐	☐	☐	☐
e. Provided training for political candidates on how to conduct an ethical political campaign	☐	☐	☐	☐
f. Has a voluntary ordinance that caps campaign spending at about \$28,000	☐	☐	☐	☐
g. Has received state and national recognition for its Ethics and Values Program	☐	☐	☐	☐

SECTION 2. INPUT ABOUT ETHICAL LEADERSHIP

19. The City of Santa Clara revised its Code of Ethics and Values in 2000. As it reviews this Code, the City needs your feedback. Below is a list of leadership behaviors (in random order) that Santa Clara and other cities have identified as important to the public's trust of their local government. These are ideals which describe elected and appointed City leaders and City staff when they act at their best. In order for you to have trust and confidence in the City's government and services, how important, if at all, is each of these leadership behaviors? (Mark one square for each topic, using a scale where 1="not important at all" and 6="extremely important" with 2 through 5 in between.)

	Not important at all			Extremely important		
	1	2	3	4	5	6
a. Are dependable and do what they say they will do	☐	☐	☐	☐	☐	☐
b. Take responsibility for their actions, even when it is uncomfortable or unpopular to do so	☐	☐	☐	☐	☐	☐
c. Are fair and treat everyone the same	☐	☐	☐	☐	☐	☐
d. Make impartial decisions, free of any interests that might compromise or appear to compromise their independence of judgment	☐	☐	☐	☐	☐	☐
e. Do not use information they acquire in their public capacity for personal advantage	☐	☐	☐	☐	☐	☐
f. Are honest and tell the truth to citizens, colleagues, and staff	☐	☐	☐	☐	☐	☐
	Not important at all			Extremely important		
g. Are open-minded and ready to explore new ideas	☐	☐	☐	☐	☐	☐
h. Are collaborative, cooperating with others to achieve more than they could alone	☐	☐	☐	☐	☐	☐
i. Value diversity, and seek diverse perspectives and viewpoints before making important decisions	☐	☐	☐	☐	☐	☐
j. Act with integrity, and seek to do the right thing for the City in public and in private	☐	☐	☐	☐	☐	☐
k. Have vision, and take a proactive and innovative approach to setting goals and conducting the City's business	☐	☐	☐	☐	☐	☐

In order for you to have trust and confidence in the City's government and services, how important, if at all, is each of these leadership behaviors?						
	Not important at all			Extremely important		
l. Communicate the City's care for and commitment to its citizens	☐	☐	☐	☐	☐	☐
m. Engage in effective two-way communication, listening carefully and responding in ways that advance the City's goals and values	☐	☐	☐	☐	☐	☐
n. Are competent, and keep their professional skills current and growing	☐	☐	☐	☐	☐	☐
o. Are service-oriented and work hard on behalf of citizens and the City	☐	☐	☐	☐	☐	☐
p. Follow established City processes and procedures	☐	☐	☐	☐	☐	☐
	Not important at all			Extremely important		
q. Are organized, pay attention to details, and keep deadlines	☐	☐	☐	☐	☐	☐
r. Are concerned about the environment and the conservation of the City's natural resources	☐	☐	☐	☐	☐	☐
s. Make prudent financial decisions, taking into account both short-term needs and long-term financial stability	☐	☐	☐	☐	☐	☐
t. Are compassionate, willing to support residents with their needs	☐	☐	☐	☐	☐	☐
u. Are empathetic, able to walk around in someone else's shoes for a while and to see the world through others' eyes	☐	☐	☐	☐	☐	☐
	Not important at all			Extremely important		
v. Are respectful, treating people with dignity	☐	☐	☐	☐	☐	☐
w. Are responsive, do their homework, and follow-up on expressed needs	☐	☐	☐	☐	☐	☐
x. Display ethical leadership, are role models for the best conduct in public service	☐	☐	☐	☐	☐	☐
y. Are accountable, willing to explain actions and to accept fair consequences when they make mistakes	☐	☐	☐	☐	☐	☐

20. Now, take a quick look at the list of 25 standards from Question 19. If you could only choose five behaviors for City leaders, which five do you believe are the most important behaviors City leaders ought to practice in order to deepen public trust and public confidence in the City's government and services? (Enter the letter of one behavior [from "a" to "y"] on each of the five lines below.)

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

SECTION 3. FEEDBACK ABOUT ELECTIONS AND CANDIDATES

Note: Regardless of whether you voted or not in the November 2004 election, please answer the following questions.

21. When you think about your voting behavior over the years, how often would you say you vote in Santa Clara City elections? (Mark one square.)

- ☐ Never
- ☐ Rarely
- ☐ Some of the time
- ☐ Most of the time
- ☐ Almost always

22. Did you vote in the November 2004 Santa Clara City elections for City Council, Chief of Police, or City Clerk? (Mark "yes" if you voted in any Santa Clara City race.)

- ☐ No
- ☐ Yes

23. Overall, in terms of ethics and values, election campaigns in the City of Santa Clara have... (Mark one square)

- ☐ Gotten worse
- ☐ Gotten better
- ☐ Remained about the same
- ☐ Don't know

24. We are interested in your general perceptions of the behavior of candidates running for elected office in the City. Based on the Santa Clara City elections you have experienced, how many candidates for elected City office do you think: (Mark one square for each topic.)

	None	Hardly any	Only a few	Some	Most	All
a. Tell voters the truth about themselves	☐	☐	☐	☐	☐	☐
b. Tell voters the truth about opponents	☐	☐	☐	☐	☐	☐
c. Do whatever it takes to win	☐	☐	☐	☐	☐	☐
d. Conduct what you consider to be an ethical campaign	☐	☐	☐	☐	☐	☐
e. Believe they have a responsibility to try to stop their supporters from unfairly attacking an opponent	☐	☐	☐	☐	☐	☐

25. During a Santa Clara City election, do endorsements of candidates by various groups or individuals make you less likely to trust the candidate who receives the endorsement, more likely to trust the candidate, or does it have little or no impact on your trust of the candidate? (For each endorser below, mark one square. Mark "unfamiliar with this endorser" if you do not know enough about the group to make a judgment about trust.)

	Unfamiliar with this endorser	Less likely to trust candidate	More likely to trust candidate	No impact on my trust of candidate
a. AFL-CIO Central Labor Council	☐	☐	☐	☐
b. City Commissioners (current or former)	☐	☐	☐	☐
c. City Council members (current)	☐	☐	☐	☐
d. City Council members (former)	☐	☐	☐	☐
e. County, State, Federal Officials (current or former)	☐	☐	☐	☐
f. Democratic Party (local)	☐	☐	☐	☐
g. Firefighters Union	☐	☐	☐	☐
h. Mayor (current or former)	☐	☐	☐	☐
i. Police Officers Association	☐	☐	☐	☐
j. Republican Party (local)	☐	☐	☐	☐
k. San Jose Mercury News	☐	☐	☐	☐
l. Santa Clara County Real Estate Board	☐	☐	☐	☐
m. Santa Clara County League of Conservation Voters	☐	☐	☐	☐
n. Sierra Club	☐	☐	☐	☐
o. Tri-County Apartment Association	☐	☐	☐	☐

26. In your opinion, how acceptable, if at all, is each of the following legal campaign practices during a Santa Clara City election? (Mark one square for each item below, using a scale where 1="not acceptable at all" and 6="highly acceptable" with 2 through 5 in between.)

	Not acceptable			Highly acceptable		
	1	2	3	4	5	6
a. Candidate takes every opportunity to criticize an opponent's record and position on issues, rather than presenting the candidate's own record and position.	☐	☐	☐	☐	☐	☐
b. Candidate refuses to compare themselves to their opponent or to criticize the opponent in any way, even if the candidate believes the criticism is warranted, and presents only the candidate's own position and record	☐	☐	☐	☐	☐	☐
c. Candidate continues to repeat statements that are factually untrue about an opponent even after the opponent responds and corrects the candidate; the candidate says he believes the opponent is lying, but offers no further proof for the allegation	☐	☐	☐	☐	☐	☐
d. Candidate sends a mailer exaggerating their opponent's position in order to scare voters away from the opponent	☐	☐	☐	☐	☐	☐
e. Candidate benefits from an independent political action committee whose goal is to defeat the opponent and whose funds allow weekly mailers with unsubstantiated allegations attacking the opponent's character	☐	☐	☐	☐	☐	☐
f. Candidate sends a negative mail piece in the last few days claiming that the opponent had once filed for bankruptcy and been sued for breach of contract, but fails to mention that all debts had been paid and the case never came to court.	☐	☐	☐	☐	☐	☐

27. Voters received information in the November 3, 2004 election from a variety of sources. As best you can recall, how important, if at all, were the following to the way you thought about Santa Clara candidates in the November 2004 election? (Mark one square for each topic.)

	Paid no attention	Don't recall	Not at all important	Somewhat important	Very Important	Extremely important
a. CAC Candidate Forum (10/14/04, viewed in person or on Cable Channel 15)	☐	☐	☐	☐	☐	☐
b. Candidates coming to your door	☐	☐	☐	☐	☐	☐
c. Candidate flyers	☐	☐	☐	☐	☐	☐
d. Candidate ads in newspapers	☐	☐	☐	☐	☐	☐
e. Candidate materials received in the mail	☐	☐	☐	☐	☐	☐

	Paid no attention	Don't recall	Not at all important	Somewhat important	Very Important	Extremely important
f. League of Women Voters Final Word Forum (11/2/04, viewed in person or on Cable Channel 15)	☐	☐	☐	☐	☐	☐
g. Talking with other residents	☐	☐	☐	☐	☐	☐
h. Vote Ethics information on Cable Channel 15	☐	☐	☐	☐	☐	☐
i. Vote Ethics four-page insert in City newspaper	☐	☐	☐	☐	☐	☐
j. Vote Ethics material in utility bills	☐	☐	☐	☐	☐	☐
k. Voter Information Pamphlet (from the County)	☐	☐	☐	☐	☐	☐

28. Do you typically feel that you have not enough information, too much, or just about the right amount to make an informed voting choice for local elections in the City of Santa Clara? (Mark one square.)

- ☐ Not enough information
☐ Too much information
☐ Just the right amount of information

29. The City has a Campaign Finance Ordinance which sets a voluntary spending limit on the amount candidates can spend on their campaign in Santa Clara. In November 2004 that cap was about \$28,000. Does that amount seem too little, too much, or just the right amount to spend on a local campaign in the City of Santa Clara? (Mark one square.)

- ☐ Too little
☐ Too much information
☐ Just the right amount

SECTION 4. TO HELP US UNDERSTAND YOUR PERSPECTIVE

30. These days people get their news from many different sources. How important to you are each of the following as sources of local news and information? (Mark one square for each topic listed in alphabetical order, using a scale where 1="not important at all" and 6="extremely important" with 2 through 5 in between.)

	Not important at all			Extremely Important		
	1	2	3	4	5	6
a. Cable Channel 15	☐	☐	☐	☐	☐	☐
b. Inside Santa Clara municipal newspaper	☐	☐	☐	☐	☐	☐
c. Local radio news broadcasts	☐	☐	☐	☐	☐	☐

	Not important at all			Extremely Important		
	1	2	3	4	5	6
d. Local TV news broadcasts	☐	☐	☐	☐	☐	☐
e. Mission City Scenes utility bill insert	☐	☐	☐	☐	☐	☐
f. National newspapers (like the New York Times or Wall Street Journal, excluding the San Jose Mercury News which we list below)	☐	☐	☐	☐	☐	☐
g. National radio news	☐	☐	☐	☐	☐	☐
h. National TV news broadcasts	☐	☐	☐	☐	☐	☐
i. San Jose Mercury News	☐	☐	☐	☐	☐	☐
j. Santa Clara Weekly	☐	☐	☐	☐	☐	☐
k. Santa Clara City Website	☐	☐	☐	☐	☐	☐
l. Internet news sites	☐	☐	☐	☐	☐	☐
m. Watching City Council meetings on Cable Channel 15	☐	☐	☐	☐	☐	☐
n. Weekly news magazines	☐	☐	☐	☐	☐	☐

31. Generally speaking, whether you are registered to vote or not, which political party, if any, do you most affiliate with? (Parties are listed in alphabetical order. Mark one square.)

☐ Democratic

☐ Green

☐ Independent

☐ Libertarian

☐ Reform

☐ Republican

☐ Other: please specify

☐ None

32. To what extent do you agree or disagree with the following statements? (Mark one square for each topic, using a scale where 1="strongly disagree" and 6="strongly agree" with 2 through 5 in between.)

	Strongly disagree			Strongly agree		
	1	2	3	4	5	6
a. People like me can have a big impact on making the City of Santa Clara a better place to live.	☐	☐	☐	☐	☐	☐
b. Generally speaking, those we elect to Congress in Washington, D.C., care a great deal about what people like me think.	☐	☐	☐	☐	☐	☐

	Strongly disagree			Strongly agree		
	1	2	3	4	5	6
c. Generally speaking, those we elect to Santa Clara County offices care a great deal about what people like me think.	☐	☐	☐	☐	☐	☐
d. Generally speaking, those we elect to the Santa Clara City Council care a great deal about what people like me think.	☐	☐	☐	☐	☐	☐
e. Sometimes City politics seem so complicated that people like me can't really understand what's going on.	☐	☐	☐	☐	☐	☐
f. I know a lot about City politics and public affairs.	☐	☐	☐	☐	☐	☐
g. Voting is the only way people like me can have any say in how the City government runs things.	☐	☐	☐	☐	☐	☐
h. I often engage in conversation with my friends about City politics and public affairs.	☐	☐	☐	☐	☐	☐
i. I make volunteer community service an important part of my life.	☐	☐	☐	☐	☐	☐

33. In what year were you born? (Print the year of your birth. Use four digits, e.g., 1945 or 1982.)

year _____

34. What is your gender?

☐ Female

☐ Male

35. Which of the following best describes the highest level of formal education you completed? (Mark one square.)

☐ Some elementary school

☐ Completed elementary school

☐ Some high school

☐ Completed high school or GED

☐ Some college or Associate degree

☐ Completed college

☐ Some Graduate School or Master's Degree

☐ Ph.D. or other post-graduate work

36. The next two questions ask about ethnicity and race in the manner in which the 2000 U.S. Census did. Please answer both question 36 and Question 37. Do you consider yourself of Hispanic or Latino origin? (Mark one square.)

☐ No

☐ Yes

37. Which of the following do you consider yourself to be? (Mark all that apply.)

- ☐ African American
- ☐ American Indian and Alaskan Native
- ☐ Asian
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Other (specify) _____
- ☐ None

Thank you very much for your time and your feedback! Please mail your survey by January 24th for the January 27th deadline. Mail your survey to:

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