

# Rocklin, CA

## The National Community Survey

Report of Results  
2023

Report by:



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## About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Rocklin. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 450 residents of the City of Rocklin collected from December 27th, 2022 to February 7th, 2023. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2023 survey was 16%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Rocklin.

### How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Rocklin’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Rocklin residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Rocklin’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Rocklin’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2021 ratings compare to other communities’ ratings from the past five years.



## Methods

### Selecting survey recipients

All households within the City of Rocklin were eligible to participate in the survey. A list of all households within the zip codes serving Rocklin was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Rocklin households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Rocklin boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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

### Conducting the survey

The 2,800 randomly selected households received mailings beginning on December 27th, 2022 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 2% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,747 households that received the invitations to participate, 450 completed the survey, providing an overall response rate of 16%. The response rate was calculated using AAPOR’s response rate #2\* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Rocklin survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (450 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Rocklin. The open participation survey was identical to the probability sample survey with two small updates; it included a question at the beginning asking if the respondent lives in the City and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on January 24th, 2022. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

## Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2010 Census and 2020 American Community Survey estimates for adults in the City of Rocklin. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.\* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	4%	19%	28%
	35-54	33%	43%	38%
	55+	63%	38%	33%
Hispanic origin	No, not Spanish, Hispanic, or Latino	94%	88%	88%
	Spanish, Hispanic, or Latino	6%	12%	12%
Housing tenure	Own	85%	67%	67%
	Rent	15%	33%	33%
Housing type	Attached	16%	28%	28%
	Detached	84%	72%	72%
Race & Hispanic origin	Not white alone	23%	27%	30%
	White alone, not Hispanic or Latino	77%	73%	70%
Sex	Man	47%	51%	48%
	Woman	53%	49%	52%
Sex/age	Man 18-34	3%	13%	14%
	Man 35-54	14%	21%	19%
	Man 55+	31%	17%	15%
	Woman 18-34	1%	6%	14%
	Woman 35-54	20%	22%	20%
	Woman 55+	32%	21%	19%

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

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

## Contact

The City of Rocklin funded this research. Please contact Elizabeth Sorg of the City of Rocklin at Elizabeth.Sorg@rocklin.ca.us if you have any questions about the survey.

## Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

\* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

\* Targets come from the 2010 Census and 2020 American Community Survey

## Highlights

### Rocklin is a great place to live.

All items relating to the quality of life in Rocklin received universally high marks, and almost all were higher than the national average. Virtually all residents positively rated Rocklin as a place to live, a score higher than what has been observed in comparison communities across the nation. About 9 in 10 survey participants positively evaluated the overall quality of life and would recommend living in Rocklin to someone who asks; both of these evaluations were higher than the national average. A similar proportion of community members stated that they planned to remain in Rocklin for the next five years, similar to national benchmark comparisons.

### Residents appreciate many aspects of the City's leadership and governance.

Results relating to governance in Rocklin tended to be positive and on par with the national average. The overall customer service by Rocklin employees and the quality of services provided by the City of Rocklin both received favorable reviews from about 8 in 10 residents. About 7 in 10 positively rated the overall direction that Rocklin is taking and gave high marks to Rocklin government for treating all residents fairly and with respect. The job Rocklin government does at welcoming resident involvement and the overall confidence in Rocklin government both were higher than the national average, with two-thirds offering excellent or good ratings. Evaluations of the value of services for the taxes paid to Rocklin, local government being honest,, and the City being open and transparent to the public were all rated favorably by about two-thirds of the survey respondents, on par with the national average.

### Although residents feel safe in Rocklin, safety is still a priority.

Residents identified the overall feeling of safety in Rocklin as an area of priority, with 92% deeming it essential or very important for the City to focus on the next two years. Survey participants gave higher-than-average ratings to the overall feeling of safety in Rocklin (92% excellent or good), indicating that this area is also a strength for the community. Almost all respondents reported feeling safe in their neighborhood during the day. The majority of residents also felt safe from violent crime (90% very or somewhat safe), from fire, flood or other natural disaster (90%), in Rocklin's downtown/commercial area during the day (89%) and from property crime (80%); all of these scores were on par with the nation.

The City's safety services garnered favorable reviews, with some scoring higher than the national average. About 8 in 10 residents positively evaluated crime prevention and animal control in Rocklin, both of which surpassed benchmark comparison communities. Fire services (93% excellent or good), ambulance or emergency medical services (91%), fire prevention and education (88%), police/sheriff services (86%), and emergency preparedness (79%) received ratings similar to the national benchmarks.

### Alternate modes of mobility may be an area of opportunity, specifically related to public transportation.

Several mobility-related services received higher-than-average marks from respondents. About 8 in 10 offered favorable evaluations for Rocklin's street cleaning, snow removal, ease of public parking, and street lighting, all of which surpassed comparison communities nationwide. Sidewalk maintenance (73% excellent or good) and street repair (64%) also scored higher than national averages. Additionally, about 6 in 10 residents positively rated the overall quality of the transportation system, ease of travel by bike, traffic flow on major streets, traffic enforcement, and traffic signal timing; these were similar to ratings observed across the nation.

When asked whether they had used alternate modes of transportation in the last 12 months, over half of respondents said they had walked or biked instead of driving (64%) and carpooled with other adults or children instead of driving alone (51%), while 11% said they had used public transportation instead of driving. All of these were similar to benchmark communities. In a series of questions unique to Rocklin, residents were asked how often they use various modes of transportation in a typical week. About three-quarters of the respondents reported driving alone three or more days a week, and just under half reported walking and driving with others three or more days a week. At least 9 in 10 survey participants indicated they never use the free shuttle, train/rail, taxi, bus, or train/rail, and about 8 in 10 said the same for Uber/Lyft or similar rideshare services. The City also included a question asking the reasons residents had for using local transit once a month or less in the past 12 months; about 4 out of 10 respondents indicated that they would rather drive their own car, while one-quarter felt that routes were not direct enough or didn't go to the necessary locations.

### **Rocklin's parks and recreational opportunities are highly valued by residents.**

Ratings for survey items related to Rocklin's parks and recreation tended to be positive and consistent with the national benchmarks. About 9 in 10 respondents gave positive scores to the overall quality of parks and recreation opportunities and to the City parks in Rocklin. Roughly three-quarters of survey participants favorably rated the availability of paths and walking trails, fitness opportunities, recreation programs or classes, and recreation centers or facilities. All of these reviews were equivalent to the national averages.

In addition to the standard survey questions, participants were asked the importance of the City providing different types of aquatic recreational amenities. About 44% of the respondents indicated that it was essential or very important to both expand the recreational swimming opportunities in the City and have regular open swim opportunities and locations in the City. About one-quarter of the residents reported a strong need for a community-funded competition-level aquatics facility.

## Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Rocklin as a whole. (% excellent or good)		vs. benchmark*
Overall economic health	88%	Higher
Overall quality of the transportation system	61%	Similar
Overall design or layout of residential and commercial areas	71%	Similar
Overall quality of the utility infrastructure	71%	Similar
Overall feeling of safety	92%	Higher
Overall quality of natural environment	87%	Similar
Overall quality of parks and recreation opportunities	90%	Similar
Overall health and wellness opportunities	82%	Similar
Overall opportunities for education, culture, and the arts	71%	Similar
Residents' connection and engagement with their community	69%	Similar

**Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.**  
(% essential or very important)

Overall economic health	90%	Similar
Overall quality of the transportation system	66%	Similar
Overall design or layout of residential and commercial areas	82%	Similar
Overall quality of the utility infrastructure	92%	Similar
Overall feeling of safety	92%	Similar
Overall quality of natural environment	81%	Similar
Overall quality of parks and recreation opportunities	79%	Similar
Overall health and wellness opportunities	67%	Similar

Overall opportunities for education, culture, and the arts	68%	Similar
Residents' connection and engagement with their community	70%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

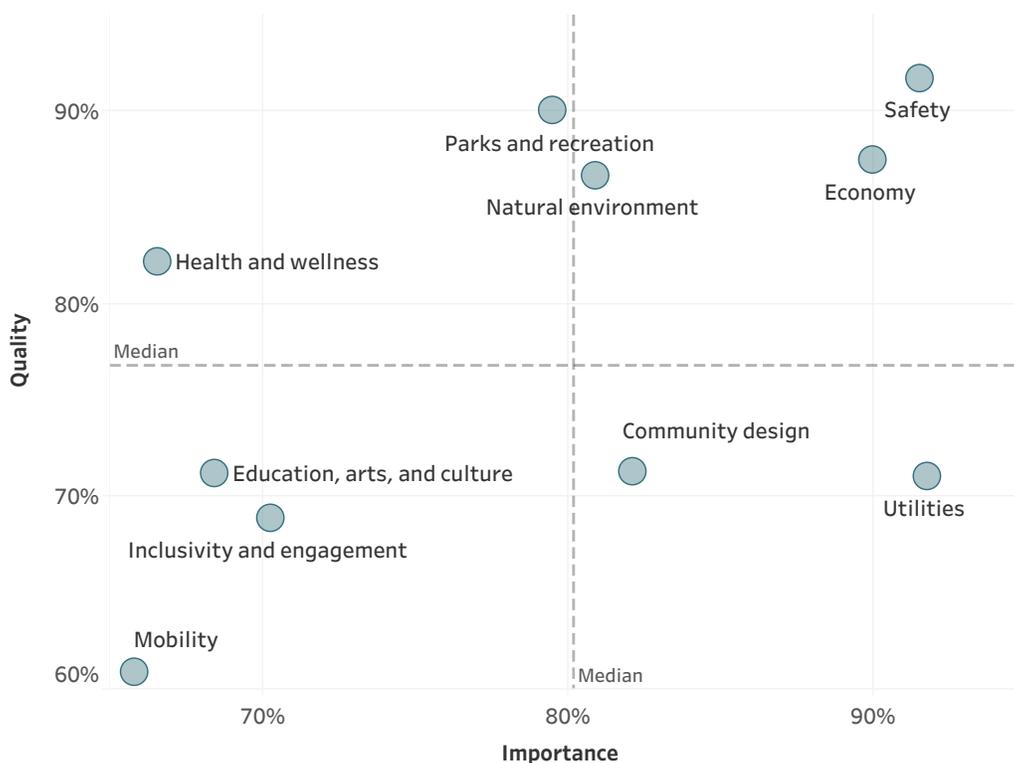
## Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 77% or more of respondents were considered of "higher quality" and those with ratings lower than 77% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 80% or more of respondents. Services were rated as "less important" if they received a rating of less than 80%. This classification uses the median ratings for quality and importance to divide the services in half.

The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



## Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Rocklin



Please rate each of the following aspects of quality of life in Rocklin.  
(% excellent or good)

		vs. benchmark*
Rocklin as a place to live	97%	Higher
The overall quality of life	94%	Higher

Please indicate how likely or unlikely you are to do each of the following.  
(% very or somewhat likely)

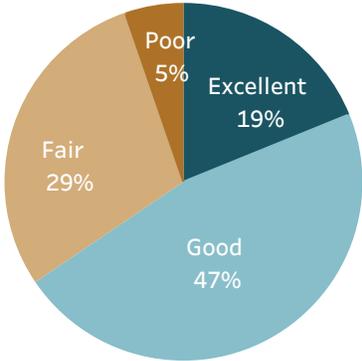
Recommend living in Rocklin to someone who asks	94%	Higher
Remain in Rocklin for the next five years	91%	Similar

Please rate each of the following in the Rocklin community.  
(% excellent or good)

Overall image or reputation	88%	Higher
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Rocklin government



### Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

	(% excellent or good)	vs. benchmark*
Overall customer service by Rocklin employees	83%	Similar
Public information services	74%	Similar

Please rate the following categories of Rocklin government performance.

	(% excellent or good)	vs. benchmark*
Treating residents with respect	75%	Similar
The overall direction that Rocklin is taking	69%	Similar
Treating all residents fairly	69%	Similar
The job Rocklin government does at welcoming resident involvement	67%	Higher
Overall confidence in Rocklin government	66%	Higher
Generally acting in the best interest of the community	65%	Similar
Being honest	65%	Similar
The value of services for the taxes paid to Rocklin	64%	Similar
Being open and transparent to the public	64%	Similar
Informing residents about issues facing the community	57%	Similar

Overall, how would you rate the quality of the services provided by each of the following?(% excellent or good)

The City of Rocklin	81%	Similar
The Federal Government	39%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

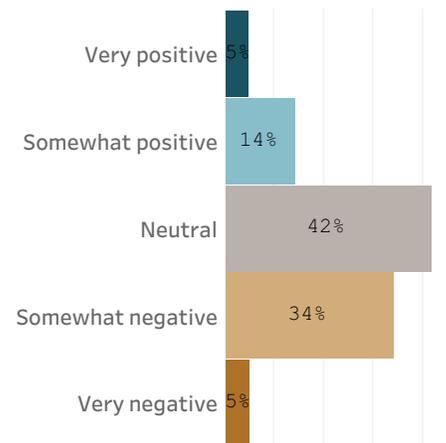
## Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Rocklin



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



Please rate each of the following aspects of quality of life in Rocklin. (% excellent or good)

Aspect	Percentage	vs. benchmark*
Rocklin as a place to work	81%	Higher
Rocklin as a place to visit	68%	Similar

Please rate each of the following characteristics as they relate to Rocklin as a whole. (% excellent or good)

Characteristic	Percentage	vs. benchmark*
Overall economic health	88%	Higher

Please rate each of the following in the Rocklin community. (% excellent or good)

Characteristic	Percentage	vs. benchmark*
Overall quality of business and service establishments	86%	Higher
Shopping opportunities	75%	Higher
Variety of business and service establishments	73%	Higher
Employment opportunities	54%	Similar
Cost of living	41%	Similar
Vibrancy of downtown/commercial area	39%	Similar

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)

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Economic development	72%	Higher
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

(% very or somewhat positive)

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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	19%	Similar
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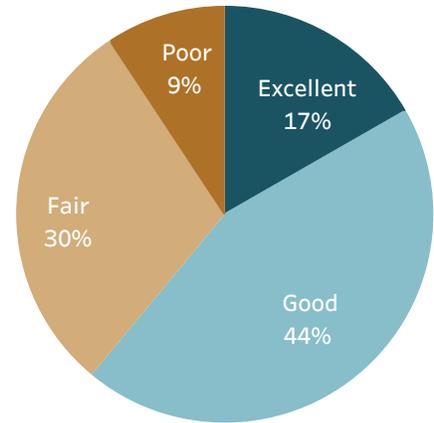
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Rocklin



Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

		vs. benchmark*
Overall quality of the transportation system	61%	Similar

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

(% excellent or good)

Ease of travel by car	83%	Similar
Ease of public parking	77%	Higher
Ease of walking	69%	Similar
Ease of travel by bicycle	63%	Similar
Traffic flow on major streets	62%	Similar
Ease of travel by public transportation	40%	Similar

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

(% yes)

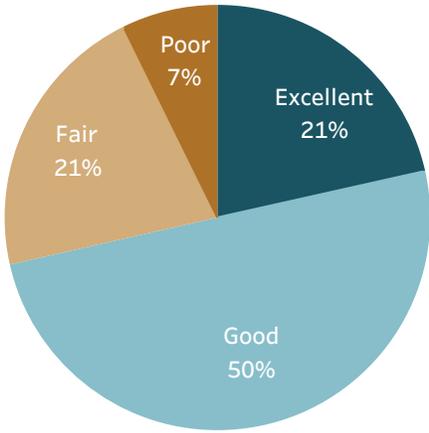
Walked or biked instead of driving	64%	Similar
Carpooled with other adults or children instead of driving alone	51%	Similar
Used public transportation instead of driving	11%	Similar

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.  
 (% excellent or good)

Street cleaning	84%	Higher
Snow removal	83%	Higher
Street lighting	76%	Higher
Sidewalk maintenance	73%	Higher
Street repair	64%	Higher
Traffic enforcement	62%	Similar
Traffic signal timing	61%	Similar
Bus or transit services	49%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Rocklin’s residential and commercial areas



### Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following aspects of quality of life in Rocklin. (% excellent or good)

		vs. benchmark*
Your neighborhood as a place to live	94%	Similar

Please rate each of the following characteristics as they relate to Rocklin as a whole. (% excellent or good)

Overall design or layout of residential and commercial areas	71%	Similar
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Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services. (% excellent or good)

Overall appearance	89%	Higher
Well-designed neighborhoods	74%	Higher
Preservation of the historical or cultural character of the community	72%	Similar
Overall quality of new development	72%	Higher
Public places where people want to spend time	68%	Similar
Well-planned residential growth	65%	Higher
Variety of housing options	64%	Higher
Well-planned commercial growth	58%	Higher

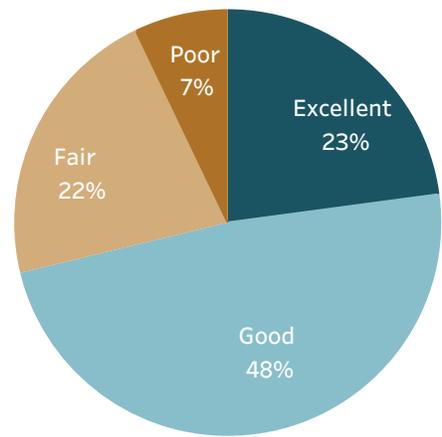
Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)

Code enforcement	65%	Higher
Land use, planning and zoning	61%	Higher

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Rocklin



## Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)		vs. benchmark*
Garbage collection	91%	Similar
Sewer services	91%	Similar
Drinking water	87%	Higher
Storm water management	86%	Higher
Utility billing	60%	Similar
Power (electric and/or gas) utility	60%	Lower
Affordable high-speed internet access	52%	Similar

Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

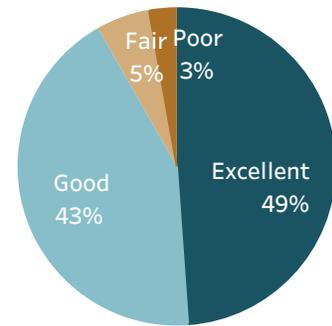
Overall quality of the utility infrastructure	71%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Rocklin



Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

vs.  
benchmark\*

Overall feeling of safety	92%	Higher
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Please rate how safe or unsafe you feel:  
(% very or somewhat safe)

In your neighborhood during the day	97%	Similar
From violent crime	90%	Similar
From fire, flood, or other natural disaster	90%	Similar
In Rocklin's downtown/commercial area during the day	89%	Similar
From property crime	80%	Similar

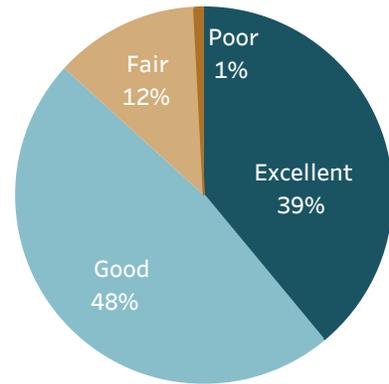
Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)

Fire services	93%	Similar
Ambulance or emergency medical services	91%	Similar
Fire prevention and education	88%	Similar
Police/Sheriff services	86%	Similar
Crime prevention	82%	Higher
Animal control	79%	Higher
Emergency preparedness	79%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of natural environment in Rocklin



## Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

		vs. benchmark*
Overall quality of natural environment	87%	Similar

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.  
(% excellent or good)

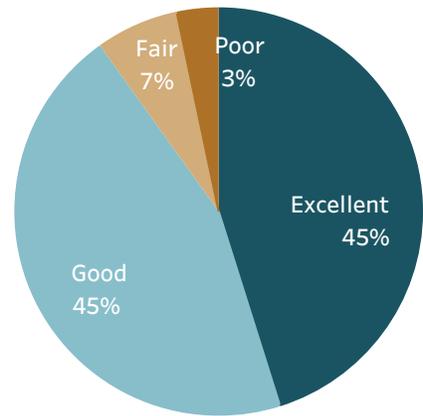
Cleanliness	90%	Higher
Air quality	78%	Similar
Water resources	56%	Similar

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.  
(% excellent or good)

Yard waste pick-up	88%	Higher
Preservation of natural areas	83%	Higher
Rocklin open space	77%	Higher
Recycling	65%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the parks and recreation opportunities



## Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

vs.  
benchmark\*

Overall quality of parks and recreation opportunities	90%	Similar
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Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

(% excellent or good)

Availability of paths and walking trails	77%	Similar
Fitness opportunities	76%	Similar
Recreational opportunities	68%	Similar

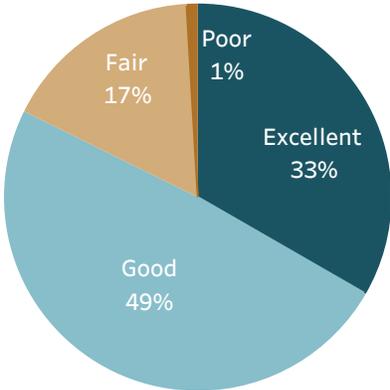
Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)

City parks	90%	Similar
Recreation programs or classes	72%	Similar
Recreation centers or facilities	71%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Rocklin



### Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Please rate each of the following characteristics as they relate to Rocklin as a whole. (% excellent or good)

		vs. benchmark*
Overall health and wellness opportunities	82%	Similar

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services. (% excellent or good)

Availability of preventive health services	71%	Similar
Availability of affordable quality food	71%	Similar
Availability of affordable quality health care	65%	Similar
Availability of affordable quality mental health care	50%	Similar

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services. (% excellent or good)

Health services	79%	Higher
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Please rate your overall health. (% excellent or very good)

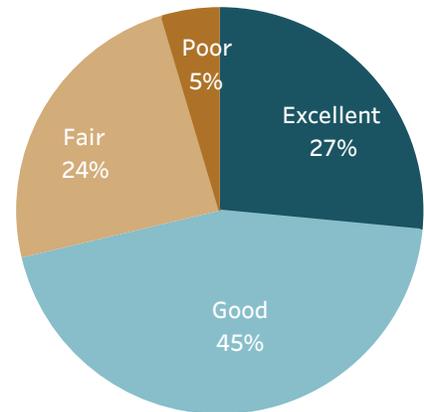
Please rate your overall health.	72%	Similar
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\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts



Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

		vs. benchmark*
Overall opportunities for education, culture, and the arts	71%	Similar

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

(% excellent or good)

K-12 education	87%	Higher
Opportunities to attend special events and festivals	70%	Similar
Adult educational opportunities	69%	Higher
Community support for the arts	59%	Similar
Availability of affordable quality childcare/preschool	58%	Higher
Opportunities to attend cultural/arts/music activities	53%	Similar

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

(% excellent or good)

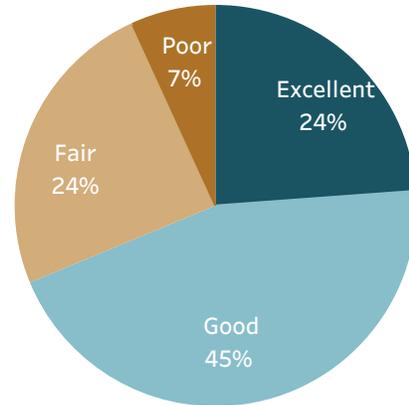
Public library services	84%	Similar
-------------------------	-----	---------

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Rocklin.  
(% excellent or good)

		vs. benchmark*
Rocklin as a place to raise children	95%	Higher
Rocklin as a place to retire	77%	Higher
Sense of community	76%	Higher

Please rate each of the following characteristics as they relate to Rocklin as a whole.  
(% excellent or good)

Residents' connection and engagement with their community	69%	Similar
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Please rate the job you feel the Rocklin community does at each of the following.  
(% excellent or good)

Making all residents feel welcome	78%	Similar
Valuing/respecting residents from diverse backgrounds	72%	Similar
Taking care of vulnerable residents	68%	Similar
Attracting people from diverse backgrounds	65%	Similar

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

(% excellent or good)

Sense of civic/community pride	70%	Similar
Opportunities to participate in community matters	70%	Similar
Neighborliness of residents	69%	Similar
Opportunities to participate in social events and activities	67%	Similar
Opportunities to volunteer	67%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	65%	Similar

\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

## Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months. (% yes)		vs. benchmark*
Voted in your most recent local election	83%	Similar
Contacted the City of Rocklin for help or information	34%	Lower
Volunteered your time to some group/activity	23%	Similar
Watched a local public meeting	22%	Similar
Campaigned or advocated for a local issue, cause, or candidate	21%	Similar
Attended a local public meeting	20%	Similar
Contacted Rocklin elected officials to express your opinion	19%	Similar

### In general, how many times do you: (% a few times a week or more)

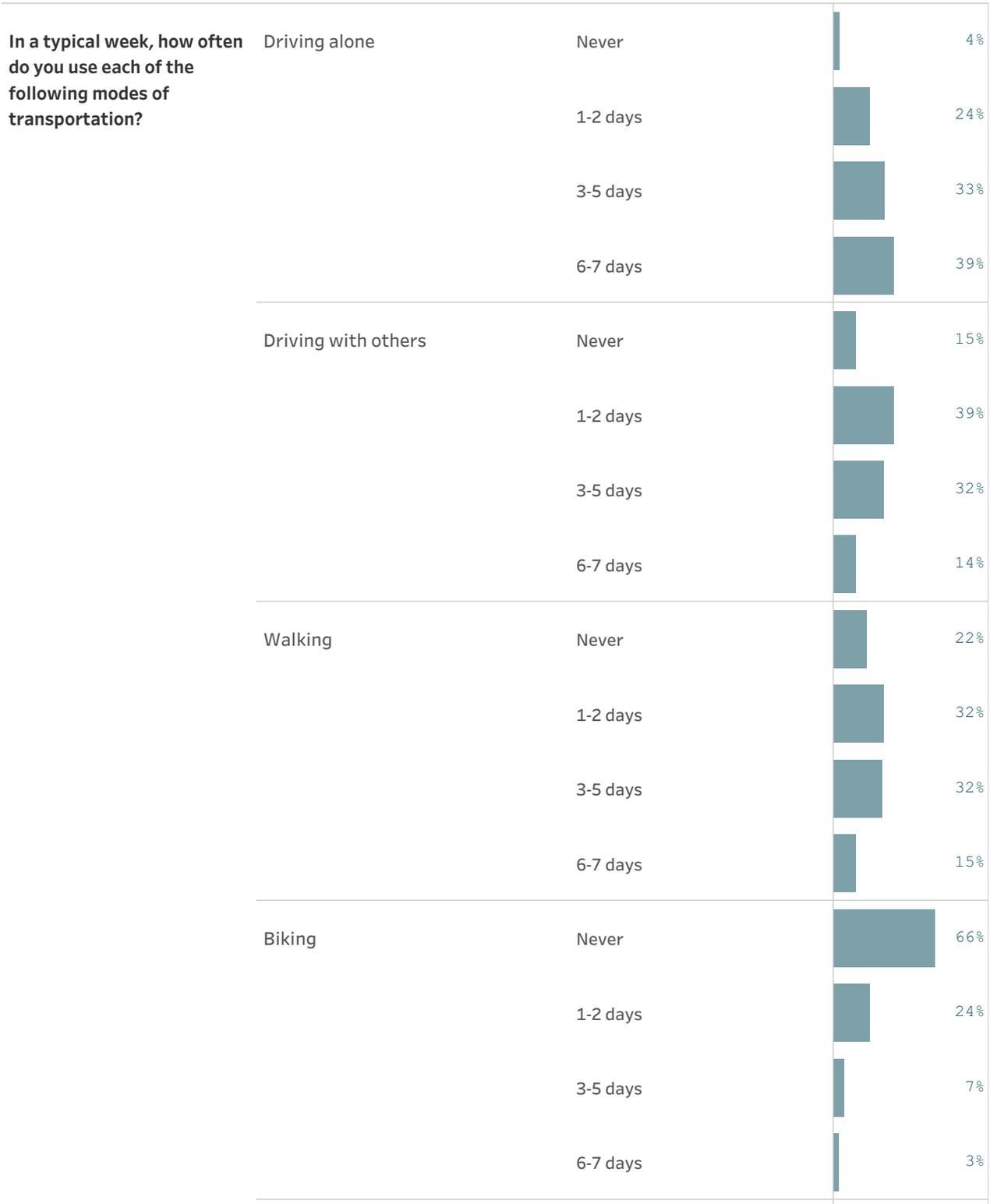
Use or check email	98%	Similar
Access the internet from your cell phone	96%	Similar
Access the internet from your home	95%	Similar
Visit social media sites	80%	Similar
Shop online	62%	Similar
Share your opinions online	24%	Similar

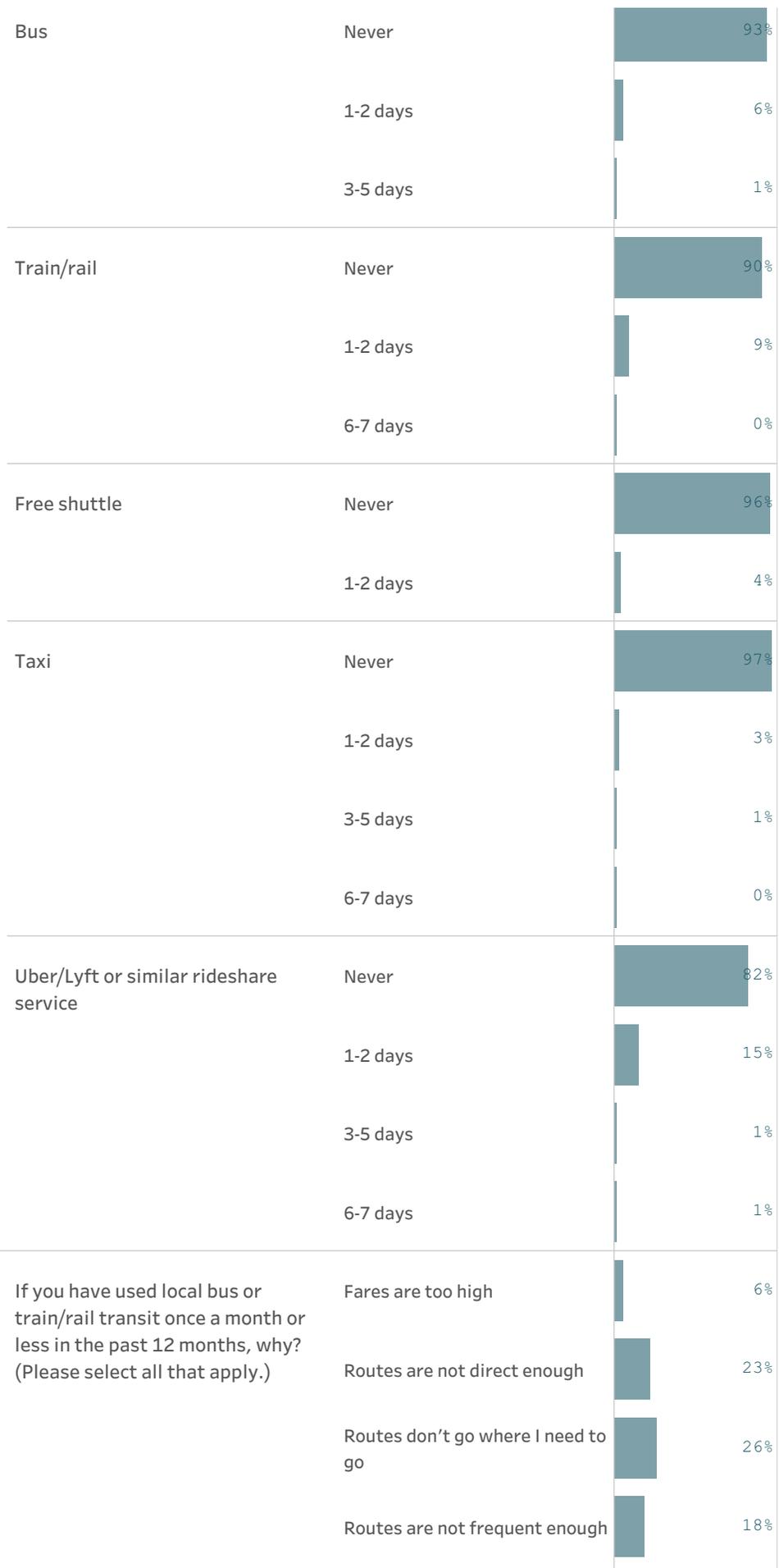
\* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

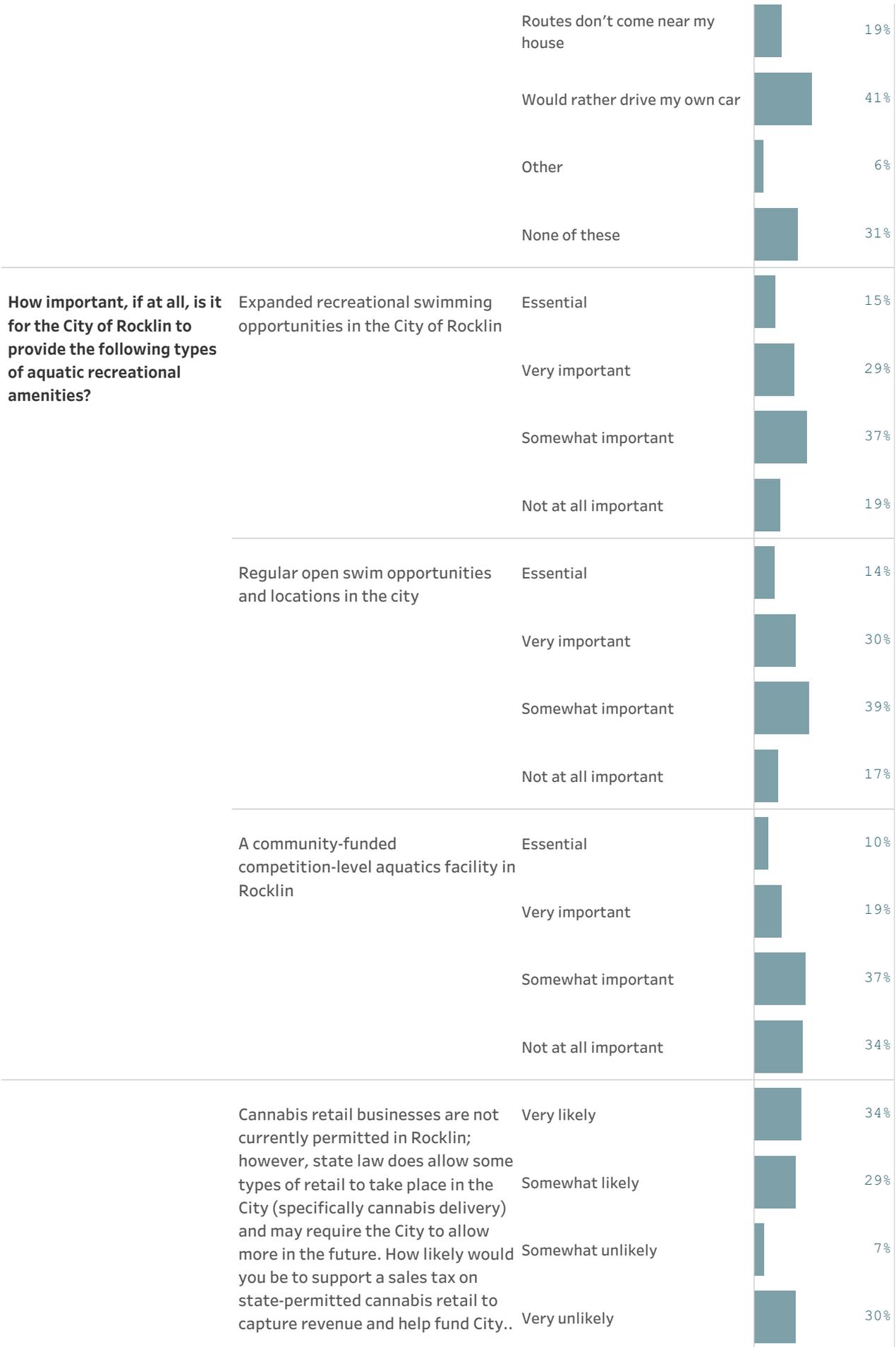
## Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

Include "don't know"  
No







## National benchmark tables

This table contains the comparisons of Rocklin’s results to those from other communities. The first column shows the comparison of Rocklin’s rating to the benchmark. Rocklin’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Rocklin residents is statistically similar to or different than the benchmark. The second column is Rocklin’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Rocklin’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Rocklin’s result -- that is what percent of surveyed communities had a lower rating than Rocklin.

			% positive	Rank	Number of communities	Percentile
<b>Please rate each of the following aspects of quality of life in Rocklin.</b>	Rocklin as a place to live	Higher	97%	25	370	93
	Your neighborhood as a place to live	Similar	94%	39	322	88
	Rocklin as a place to raise children	Higher	95%	22	374	94
	Rocklin as a place to work	Higher	81%	42	365	88
	Rocklin as a place to visit	Similar	68%	139	323	57
	Rocklin as a place to retire	Higher	77%	49	370	87
	The overall quality of life	Higher	94%	25	395	93
	Sense of community	Higher	76%	32	322	90
<b>Please rate each of the following characteristics as they relate to Rocklin as a whole.</b>	Overall economic health	Higher	88%	38	310	88
	Overall quality of the transportation system	Similar	61%	61	212	71
	Overall design or layout of residential and commercial areas	Similar	71%	72	303	76
	Overall quality of the utility infrastructure	Similar	71%	81	207	61
	Overall feeling of safety	Higher	92%	66	360	81
	Overall quality of natural environment	Similar	87%	78	312	75
	Overall quality of parks and recreation opportunities	Similar	90%	48	212	77
	Overall health and wellness opportunities	Similar	82%	57	305	81
	Overall opportunities for education, culture, and the arts	Similar	71%	94	307	69
	Residents’ connection and engagement with their community	Similar	69%	28	209	87
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Rocklin to someone who asks	Higher	94%	43	314	86
	Remain in Rocklin for the next five years	Similar	91%	29	311	90
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Similar	97%	68	341	80
	In Rocklin’s downtown/commercial area during the day	Similar	89%	180	325	44

<b>Please rate how safe or unsafe you feel:</b>	From property crime	Similar	80%	98	217	55
	From violent crime	Similar	90%	75	217	65
	From fire, flood, or other natural disaster	Similar	90%	67	207	68
<b>Please rate the job you feel the Rocklin community does at each of the following.</b>	Making all residents feel welcome	Similar	78%	35	215	84
	Attracting people from diverse backgrounds	Similar	65%	63	212	70
	Valuing/respecting residents from diverse backgrounds	Similar	72%	48	213	77
	Taking care of vulnerable residents	Similar	68%	52	209	75
<b>Please rate each of the following in the Rocklin community.</b>	Overall quality of business and service establishments	Higher	86%	32	312	90
	Variety of business and service establishments	Higher	73%	24	210	89
	Vibrancy of downtown/commercial area	Similar	39%	198	291	32
	Employment opportunities	Similar	54%	95	326	71
	Shopping opportunities	Higher	75%	46	317	85
	Cost of living	Similar	41%	154	304	49
	Overall image or reputation	Higher	88%	36	365	90
<b>Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.</b>	Traffic flow on major streets	Similar	62%	80	337	76
	Ease of public parking	Higher	77%	24	286	91
	Ease of travel by car	Similar	83%	77	325	76
	Ease of travel by public transportation	Similar	40%	114	286	60
	Ease of travel by bicycle	Similar	63%	82	327	75
	Ease of walking	Similar	69%	112	328	66
	Well-planned residential growth	Higher	65%	26	211	88
	Well-planned commercial growth	Higher	58%	27	211	87
	Well-designed neighborhoods	Higher	74%	22	208	89
	Preservation of the historical or cultural character of the community	Similar	72%	29	207	86
	Public places where people want to spend time	Similar	68%	97	298	67
	Variety of housing options	Higher	64%	65	310	79
	Availability of affordable quality housing	Similar	35%	140	332	58
	Overall quality of new development	Higher	72%	36	322	89
	Overall appearance	Higher	89%	41	344	88
	Cleanliness	Higher	90%	34	333	90
	Water resources	Similar	56%	106	191	45

<b>Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.</b>	Air quality	Similar	78%	167	298	44
	Availability of paths and walking trails	Similar	77%	106	328	67
	Fitness opportunities	Similar	76%	81	298	73
	Recreational opportunities	Similar	68%	151	319	52
	Availability of affordable quality food	Similar	71%	69	294	76
	Availability of affordable quality health care	Similar	65%	94	303	69
	Availability of preventive health services	Similar	71%	84	289	71
	Availability of affordable quality mental health care	Similar	50%	78	291	73
	Opportunities to attend cultural/arts/music activities	Similar	53%	158	315	50
	Community support for the arts	Similar	59%	101	208	51
	Availability of affordable quality childcare/preschool	Higher	58%	69	300	77
	K-12 education	Higher	87%	42	303	86
	Adult educational opportunities	Higher	69%	40	295	86
	Sense of civic/community pride	Similar	70%	48	208	77
	Neighborliness of residents	Similar	69%	84	300	72
	<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Opportunities to participate in social events and activities	Similar	67%	86	307
Opportunities to attend special events and festivals		Similar	70%	109	304	64
Opportunities to volunteer		Similar	67%	153	303	49
Opportunities to participate in community matters		Similar	70%	61	305	80
Openness and acceptance of the community toward people of diverse ..		Similar	65%	89	322	72
Contacted the City of Rocklin for help or information		Lower	34%	308	340	9
Contacted Rocklin elected officials to express your opinion		Similar	19%	96	298	68
Attended a local public meeting		Similar	20%	127	301	58
Watched a local public meeting		Similar	22%	161	282	43
Volunteered your time to some group/activity		Similar	23%	232	304	24
Campaigned or advocated for a local issue, cause, or candidate		Similar	21%	100	293	66
Voted in your most recent local election		Similar	83%	41	210	80
<b>Please rate the quality of each of the following</b>	Used public transportation instead of driving	Similar	11%	170	272	37
	Carpooled with other adults or children instead of driving alone	Similar	51%	44	295	85
	Walked or biked instead of driving	Similar	64%	100	299	66
	Public information services	Similar	74%	64	317	80

**Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.**

Economic development	Higher	72%	38	311	88
Traffic enforcement	Similar	62%	177	359	50
Traffic signal timing	Similar	61%	66	303	78
Street repair	Higher	64%	48	353	86
Street cleaning	Higher	84%	13	317	96
Street lighting	Higher	76%	25	346	93
Snow removal	Higher	83%	7	264	97
Sidewalk maintenance	Higher	73%	30	314	90
Bus or transit services	Similar	49%	123	282	56
Land use, planning and zoning	Higher	61%	34	319	89
Code enforcement	Higher	65%	38	352	89
Affordable high-speed internet access	Similar	52%	77	205	62
Garbage collection	Similar	91%	29	336	91
Drinking water	Higher	87%	32	315	90
Sewer services	Similar	91%	22	318	93
Storm water management	Higher	86%	24	330	93
Power (electric and/or gas) utility	Lower	60%	239	260	8
Utility billing	Similar	60%	226	284	20
Police/Sheriff services	Similar	86%	66	386	83
Crime prevention	Higher	82%	66	358	81
Animal control	Higher	79%	24	329	93
Ambulance or emergency medical services	Similar	91%	129	324	60
Fire services	Similar	93%	104	349	70
Fire prevention and education	Similar	88%	35	314	89
Emergency preparedness	Similar	79%	43	313	86
Preservation of natural areas	Higher	83%	22	296	92
Rocklin open space	Higher	77%	42	290	85
Recycling	Similar	65%	215	338	36
Yard waste pick-up	Higher	88%	32	295	89
City parks	Similar	90%	51	331	84
Recreation programs or classes	Similar	72%	111	325	66

<b>Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.</b>	Recreation centers or facilities	Similar	71%	120	307	61
	Health services	Higher	79%	55	283	80
	Public library services	Similar	84%	184	328	44
	Overall customer service by Rocklin employees	Similar	83%	95	374	74
<b>Please rate the following categories of Rocklin government performance.</b>	The value of services for the taxes paid to Rocklin	Similar	64%	78	378	79
	The overall direction that Rocklin is taking	Similar	69%	48	343	86
	The job Rocklin government does at welcoming resident involvement	Higher	67%	21	341	94
	Overall confidence in Rocklin government	Higher	66%	33	308	89
	Generally acting in the best interest of the community	Similar	65%	59	312	81
	Being honest	Similar	65%	72	303	76
	Being open and transparent to the public	Similar	64%	39	214	82
	Informing residents about issues facing the community	Similar	57%	64	219	71
	Treating all residents fairly	Similar	69%	52	309	83
	Treating residents with respect	Similar	75%	44	211	79
<b>Overall, how would you rate the quality of the services provided by each ..</b>	The City of Rocklin	Similar	81%	107	370	71
	The Federal Government	Similar	39%	183	293	37
<b>Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.</b>	Overall economic health	Similar	90%	131	286	54
	Overall quality of the transportation system	Similar	66%	179	207	14
	Overall design or layout of residential and commercial areas	Similar	82%	64	286	77
	Overall quality of the utility infrastructure	Similar	92%	61	206	70
	Overall feeling of safety	Similar	92%	73	286	74
	Overall quality of natural environment	Similar	81%	179	286	37
	Overall quality of parks and recreation opportunities	Similar	79%	106	207	49
	Overall health and wellness opportunities	Similar	67%	250	286	12
	Overall opportunities for education, culture, and the arts	Similar	68%	210	286	26
Residents' connection and engagement with their community	Similar	70%	149	286	48	
<b>In general, how many times do you:</b>	Access the internet from your home	Similar	95%	107	207	48
	Access the internet from your cell phone	Similar	96%	39	207	81
	Visit social media sites	Similar	80%	96	206	53
	Use or check email	Similar	98%	47	207	77
	Share your opinions online	Similar	24%	175	207	15

<b>In general, how many times do you:</b>	Shop online	Similar	62%	56	206	73
	Please rate your overall health.	Similar	72%	94	294	68
	What impact, if any, do you think the economy will have on your family..	Similar	19%	202	296	32

## Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

<b>Please rate each of the following aspects of quality of life in Rocklin.</b>	Rocklin as a place to live	Excellent		63%
		Good		34%
		Fair		3%
	Your neighborhood as a place to live	Excellent		56%
		Good		38%
		Fair		5%
		Poor		1%
	Rocklin as a place to raise children	Excellent		66%
		Good		29%
		Fair		4%
		Poor		0%
	Rocklin as a place to work	Excellent		39%
Good			42%	
Fair			17%	
Poor			2%	
Rocklin as a place to visit	Excellent		22%	
	Good		46%	
	Fair		24%	
	Poor		7%	
Rocklin as a place to retire	Excellent		45%	
	Good		32%	
	Fair		15%	
	Poor		8%	
The overall quality of life	Excellent		51%	
	Good		43%	
	Fair		5%	
	Poor		0%	
Sense of community	Excellent		30%	
	Good		46%	
	Fair		21%	
	Poor		3%	
<b>Please rate each of the following characteristics as they relate to Rocklin as a whole.</b>	Overall economic health	Excellent		32%
		Good		55%
		Fair		12%
		Poor		0%
	Overall quality of the transportation system	Excellent		17%
	Good		44%	

<b>Please rate each of the following characteristics as they relate to Rocklin as a whole.</b>	Overall quality of the transportation system	Fair		30%
		Poor		9%
	Overall design or layout of residential and commercial areas	Excellent		21%
		Good		50%
		Fair		21%
		Poor		7%
	Overall quality of the utility infrastructure	Excellent		23%
		Good		48%
		Fair		22%
		Poor		7%
	Overall feeling of safety	Excellent		49%
		Good		43%
		Fair		5%
		Poor		3%
	Overall quality of natural environment	Excellent		39%
		Good		48%
		Fair		12%
		Poor		1%
	Overall quality of parks and recreation opportunities	Excellent		45%
		Good		45%
		Fair		7%
		Poor		3%
	Overall health and wellness opportunities	Excellent		33%
		Good		49%
		Fair		17%
		Poor		1%
	Overall opportunities for education, culture, and the arts	Excellent		27%
		Good		45%
		Fair		24%
		Poor		5%
	Residents' connection and engagement with their community	Excellent		24%
		Good		45%
		Fair		24%
		Poor		7%
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Rocklin to someone who asks	Very likely		67%
		Somewhat likely		28%
		Somewhat unlikely		5%
		Very unlikely		1%
	Remain in Rocklin for the next five years	Very likely		63%
Somewhat likely			29%	
Somewhat unlikely			5%	
Very unlikely			3%	
<b>Please rate how safe or unsafe you</b>	In your neighborhood during the day	Very safe		82%
				17%

<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Somewhat safe		15% N=67
		Neither safe nor unsafe		1% N=6
		Somewhat unsafe		1% N=5
		Very unsafe		0% N=
	In Rocklin's downtown/commercial area during the day	Very safe		57% N=235
		Somewhat safe		32% N=134
		Neither safe nor unsafe		9% N=36
		Somewhat unsafe		2% N=8
	From property crime	Very safe		32% N=142
		Somewhat safe		48% N=209
		Neither safe nor unsafe		10% N=46
		Somewhat unsafe		7% N=33
		Very unsafe		2% N=9
	From violent crime	Very safe		58% N=254
		Somewhat safe		32% N=142
		Neither safe nor unsafe		6% N=27
Somewhat unsafe			4% N=16	
Very unsafe			0% N=1	
From fire, flood, or other natural disaster	Very safe		49% N=216	
	Somewhat safe		41% N=180	
	Neither safe nor unsafe		7% N=30	
	Somewhat unsafe		3% N=15	
<b>Please rate the job you feel the Rocklin community does at each of the following.</b>	Making all residents feel welcome	Excellent		31% N=126
		Good		48% N=196
		Fair		18% N=75
		Poor		3% N=14
	Attracting people from diverse backgrounds	Excellent		28% N=102
		Good		37% N=133
		Fair		23% N=85
		Poor		12% N=44
	Valuing/respecting residents from diverse backgrounds	Excellent		31% N=114
		Good		41% N=153
		Fair		18% N=68
		Poor		10% N=36
	Taking care of vulnerable residents	Excellent		25% N=83
		Good		43% N=145
		Fair		19% N=63
		Poor		13% N=43
<b>Please rate each of the following in the Rocklin community.</b>	Overall quality of business and service establishments	Excellent		34% N=148
		Good		52% N=228
		Fair		12% N=53
		Poor		2% N=9
	Variety of business and service establishments	Excellent		29% N=127

<b>Please rate each of the following in the Rocklin community.</b>	Variety of business and service establishments	Good		44%
		Fair		24%
		Poor		3%
	Vibrancy of downtown/commercial area	Excellent		9%
		Good		31%
		Fair		43%
		Poor		18%
	Employment opportunities	Excellent		15%
		Good		40%
		Fair		36%
		Poor		9%
	Shopping opportunities	Excellent		25%
Good			50%	
Fair			20%	
Poor			4%	
Cost of living	Excellent		7%	
	Good		34%	
	Fair		41%	
	Poor		19%	
Overall image or reputation	Excellent		46%	
	Good		42%	
	Fair		11%	
	Poor		0%	
<b>Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.</b>	Traffic flow on major streets	Excellent		16%
		Good		47%
		Fair		28%
		Poor		10%
	Ease of public parking	Excellent		30%
		Good		48%
		Fair		19%
		Poor		3%
	Ease of travel by car	Excellent		28%
		Good		54%
		Fair		14%
		Poor		4%
Ease of travel by public transportation	Excellent		14%	
	Good		27%	
	Fair		28%	
	Poor		31%	
Ease of travel by bicycle	Excellent		20%	
	Good		43%	
	Fair		28%	
	Poor		9%	

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

Ease of walking	Excellent		26% N=112
	Good		43% N=188
	Fair		25% N=106
	Poor		6% N=27
Well-planned residential growth	Excellent		24% N=90
	Good		41% N=156
	Fair		25% N=95
	Poor		10% N=37
Well-planned commercial growth	Excellent		18% N=65
	Good		40% N=142
	Fair		33% N=118
	Poor		9% N=32
Well-designed neighborhoods	Excellent		26% N=111
	Good		48% N=206
	Fair		21% N=91
	Poor		4% N=19
Preservation of the historical or cultural character of the community	Excellent		26% N=99
	Good		47% N=177
	Fair		23% N=88
	Poor		4% N=17
Public places where people want to spend time	Excellent		23% N=97
	Good		45% N=191
	Fair		25% N=107
	Poor		6% N=27
Variety of housing options	Excellent		22% N=90
	Good		41% N=169
	Fair		24% N=99
	Poor		12% N=50
Availability of affordable quality housing	Excellent		10% N=37
	Good		25% N=95
	Fair		35% N=132
	Poor		31% N=119
Overall quality of new development	Excellent		18% N=72
	Good		53% N=209
	Fair		23% N=90
	Poor		5% N=21
Overall appearance	Excellent		40% N=177
	Good		49% N=217
	Fair		10% N=43
	Poor		1% N=6
Cleanliness	Excellent		49% N=218
	Good		42% N=186
	Fair		9% N=38

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

Cleanliness	Poor		1%
	Excellent		21%
Water resources	Excellent		35%
	Good		34%
	Fair		10%
	Poor		28%
Air quality	Excellent		50%
	Good		20%
	Fair		2%
	Poor		37%
Availability of paths and walking trails	Excellent		40%
	Good		17%
	Fair		6%
	Poor		36%
Fitness opportunities	Excellent		40%
	Good		19%
	Fair		4%
	Poor		25%
Recreational opportunities	Excellent		42%
	Good		27%
	Fair		6%
	Poor		24%
Availability of affordable quality food	Excellent		47%
	Good		24%
	Fair		5%
	Poor		26%
Availability of affordable quality health care	Excellent		39%
	Good		29%
	Fair		7%
	Poor		24%
Availability of preventive health services	Excellent		48%
	Good		21%
	Fair		7%
	Poor		22%
Availability of affordable quality mental health care	Excellent		28%
	Good		28%
	Fair		23%
	Poor		18%
Opportunities to attend cultural/arts/music activities	Excellent		35%
	Good		35%
	Fair		12%
	Poor		18%
Community support for the arts	Excellent		42%
	Good		126%

**Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.**

Community support for the arts	Fair		28% N=86	
	Poor		12% N=37	
Availability of affordable quality childcare/preschool	Excellent		24% N=57	
	Good		34% N=81	
	Fair		28% N=66	
	Poor		15% N=35	
K-12 education	Excellent		46% N=164	
	Good		40% N=143	
	Fair		11% N=38	
	Poor		3% N=10	
Adult educational opportunities	Excellent		26% N=77	
	Good		43% N=128	
	Fair		24% N=72	
	Poor		7% N=21	
Sense of civic/community pride	Excellent		25% N=100	
	Good		45% N=184	
	Fair		25% N=103	
	Poor		4% N=18	
Neighborliness of residents	Excellent		26% N=114	
	Good		43% N=187	
	Fair		22% N=97	
	Poor		9% N=38	
Opportunities to participate in social events and activities	Excellent		20% N=75	
	Good		47% N=176	
	Fair		28% N=106	
	Poor		5% N=18	
Opportunities to attend special events and festivals	Excellent		23% N=90	
	Good		47% N=185	
	Fair		25% N=96	
	Poor		5% N=21	
Opportunities to volunteer	Excellent		22% N=69	
	Good		44% N=137	
	Fair		24% N=75	
	Poor		9% N=27	
Opportunities to participate in community matters	Excellent		20% N=65	
	Good		49% N=157	
	Fair		27% N=85	
	Poor		4% N=13	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		23% N=82	
	Good		41% N=144	
	Fair		24% N=85	
	Poor		11% N=38	
<b>Please indicate whether or not you</b>	Contacted the City of Rocklin for help or	No		66% N=293

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

contacted the city of Rocklin for help or information	Yes		34% N=154
Contacted Rocklin elected officials to express your opinion	No		81% N=361
	Yes		19% N=83
Attended a local public meeting	No		80% N=357
	Yes		20% N=90
Watched a local public meeting	No		78% N=346
	Yes		22% N=100
Volunteered your time to some group/activity	No		77% N=343
	Yes		23% N=104
Campaigned or advocated for a local issue, cause, or candidate	No		79% N=346
	Yes		21% N=93
Voted in your most recent local election	No		17% N=74
	Yes		63% N=373
Used public transportation instead of driving	No		90% N=400
	Yes		10% N=47
Carpooled with other adults or children instead of driving alone	No		49% N=217
	Yes		51% N=230
Walked or biked instead of driving	No		36% N=163
	Yes		64% N=285

**Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.**

Public information services	Excellent		22% N=67
	Good		52% N=159
	Fair		24% N=75
	Poor		2% N=6
Economic development	Excellent		21% N=62
	Good		51% N=148
	Fair		24% N=68
	Poor		4% N=11
Traffic enforcement	Excellent		19% N=71
	Good		44% N=168
	Fair		26% N=99
	Poor		12% N=47
Traffic signal timing	Excellent		16% N=69
	Good		44% N=187
	Fair		29% N=121
	Poor		10% N=43
Street repair	Excellent		20% N=85
	Good		43% N=179
	Fair		28% N=118
	Poor		8% N=33
Street cleaning	Excellent		34% N=141
	Good		50% N=212
	Fair		15% N=62
	Poor		2% N=7

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

Street lighting	Excellent	26%	N=113
	Good	50%	N=215
	Fair	21%	N=88
	Poor	3%	N=13
Snow removal	Excellent	60%	N=33
	Good	23%	N=12
	Fair	7%	N=4
	Poor	10%	N=6
Sidewalk maintenance	Excellent	23%	N=90
	Good	50%	N=199
	Fair	24%	N=94
	Poor	4%	N=14
Bus or transit services	Excellent	22%	N=40
	Good	27%	N=49
	Fair	24%	N=43
	Poor	28%	N=50
Land use, planning and zoning	Excellent	20%	N=60
	Good	42%	N=129
	Fair	28%	N=86
	Poor	11%	N=34
Code enforcement	Excellent	22%	N=70
	Good	42%	N=132
	Fair	25%	N=79
	Poor	10%	N=32
Affordable high-speed internet access	Excellent	20%	N=79
	Good	32%	N=128
	Fair	32%	N=127
	Poor	16%	N=64
Garbage collection	Excellent	47%	N=196
	Good	44%	N=185
	Fair	8%	N=34
	Poor	1%	N=5
Drinking water	Excellent	45%	N=193
	Good	42%	N=180
	Fair	11%	N=45
	Poor	3%	N=13
Sewer services	Excellent	43%	N=179
	Good	48%	N=200
	Fair	8%	N=33
	Poor	2%	N=6
Storm water management	Excellent	35%	N=130
	Good	51%	N=193
	Fair	12%	N=47

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

Storm water management	Poor		2% N=7
Power (electric and/or gas) utility	Excellent		24% N=103
	Good		36% N=153
	Fair		25% N=107
	Poor		15% N=66
Utility billing	Excellent		19% N=79
	Good		40% N=164
	Fair		25% N=103
	Poor		15% N=61
Police/Sheriff services	Excellent		46% N=184
	Good		40% N=160
	Fair		11% N=45
	Poor		2% N=10
Crime prevention	Excellent		36% N=140
	Good		47% N=183
	Fair		13% N=53
	Poor		4% N=18
Animal control	Excellent		36% N=119
	Good		43% N=139
	Fair		18% N=58
	Poor		3% N=10
Ambulance or emergency medical services	Excellent		44% N=144
	Good		47% N=154
	Fair		8% N=25
	Poor		2% N=5
Fire services	Excellent		52% N=185
	Good		41% N=144
	Fair		6% N=21
	Poor		1% N=3
Fire prevention and education	Excellent		40% N=116
	Good		47% N=136
	Fair		11% N=31
	Poor		2% N=5
Emergency preparedness	Excellent		29% N=71
	Good		50% N=120
	Fair		17% N=42
	Poor		4% N=9
Preservation of natural areas	Excellent		34% N=129
	Good		49% N=189
	Fair		12% N=47
	Poor		5% N=20
Rocklin open space	Excellent		32% N=132
	Good		45% N=183

<b>Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.</b>	Rocklin open space	Fair		17%
		Poor		6%
	Recycling	Excellent		28%
		Good		37%
		Fair		23%
		Fair		12%
		Poor		12%
	Yard waste pick-up	Excellent		42%
		Good		46%
		Fair		7%
		Poor		5%
	City parks	Excellent		45%
		Good		44%
		Fair		8%
		Poor		2%
	Recreation programs or classes	Excellent		30%
		Good		41%
		Fair		21%
		Poor		7%
Recreation centers or facilities	Excellent		28%	
	Good		43%	
	Fair		19%	
	Poor		9%	
Health services	Excellent		31%	
	Good		48%	
	Fair		16%	
	Poor		4%	
Public library services	Excellent		39%	
	Good		45%	
	Fair		14%	
	Poor		2%	
Overall customer service by Rocklin employees	Excellent		38%	
	Good		45%	
	Fair		13%	
	Poor		4%	
<b>Please rate the following categories of Rocklin government performance.</b>	The value of services for the taxes paid to Rocklin	Excellent		18%
		Good		46%
		Fair		28%
		Poor		8%
	The overall direction that Rocklin is taking	Excellent		20%
		Good		50%
		Fair		26%
		Poor		5%
	The job Rocklin government does at welcoming	Excellent		25%
				N=75

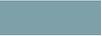
<b>Please rate the following categories of Rocklin government performance.</b>	The job Rocklin government does at welcoming resident involvement	Good		42%
		Fair		24%
		Poor		9%
	Overall confidence in Rocklin government	Excellent		19%
		Good		47%
		Fair		29%
		Poor		5%
	Generally acting in the best interest of the community	Excellent		21%
		Good		44%
		Fair		27%
		Poor		8%
	Being honest	Excellent		23%
Good			42%	
Fair			27%	
Poor			8%	
Being open and transparent to the public	Excellent		23%	
	Good		41%	
	Fair		27%	
	Poor		9%	
Informing residents about issues facing the community	Excellent		19%	
	Good		38%	
	Fair		30%	
	Poor		13%	
Treating all residents fairly	Excellent		27%	
	Good		42%	
	Fair		22%	
	Poor		9%	
Treating residents with respect	Excellent		29%	
	Good		46%	
	Fair		19%	
	Poor		6%	
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Rocklin	Excellent		25%
		Good		56%
		Fair		16%
		Poor		3%
	The Federal Government	Excellent		5%
		Good		34%
		Fair		32%
		Poor		28%
<b>Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.</b>	Overall economic health	Essential		46%
		Very important		44%
		Somewhat important		10%
	Overall quality of the transportation system	Essential		23%
				N=99

<b>Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.</b>	Overall quality of the transportation system	Very important		43%	
		Somewhat important		31%	
		Not at all important		3%	
	Overall design or layout of residential and commercial areas	Essential		37%	
		Very important		45%	
		Somewhat important		17%	
		Not at all important		1%	
	Overall quality of the utility infrastructure	Essential		51%	
		Very important		41%	
		Somewhat important		8%	
		Not at all important		1%	
	Overall feeling of safety	Essential		61%	
Very important			30%		
Somewhat important			8%		
Overall quality of natural environment	Essential		34%		
	Very important		47%		
	Somewhat important		19%		
	Not at all important		0%		
Overall quality of parks and recreation opportunities	Essential		31%		
	Very important		49%		
	Somewhat important		21%		
Overall health and wellness opportunities	Essential		22%		
	Very important		44%		
	Somewhat important		31%		
	Not at all important		3%		
Overall opportunities for education, culture, and the arts	Essential		30%		
	Very important		39%		
	Somewhat important		28%		
	Not at all important		4%		
Residents' connection and engagement with their community	Essential		23%		
	Very important		47%		
	Somewhat important		28%		
	Not at all important		2%		
<b>In a typical week, how often do you use each of the following modes of transportation?</b>	Driving alone	Never		4%	
		1-2 days		19%	
		3-5 days		24%	
		6-7 days		33%	
	Driving with others	Never		15%	
		1-2 days		39%	
		3-5 days		32%	
		6-7 days		14%	
	Walking	Never		22%	
		1-2 days		32%	
					N=143

<b>In a typical week, how often do you use each of the following modes of transportation?</b>	Walking	3-5 days		32%
		6-7 days		15%
	Biking	Never		66%
		1-2 days		24%
		3-5 days		7%
		6-7 days		3%
	Bus	Never		93%
		1-2 days		6%
		3-5 days		1%
	Train/rail	Never		90%
		1-2 days		9%
		6-7 days		0%
	Free shuttle	Never		96%
		1-2 days		4%
	Taxi	Never		97%
		1-2 days		3%
		3-5 days		1%
		6-7 days		0%
	Uber/Lyft or similar rideshare service	Never		82%
1-2 days			15%	
3-5 days			1%	
6-7 days			1%	
If you have used local bus or train/rail transit once a month or less in the past 12 months, why? (Please select all that apply.)	Fares are too high		6%	
	Routes are not direct enough		23%	
	Routes don't go where I need t..		26%	
	Routes are not frequent enough		18%	
	Routes don't come near my hou..		19%	
	Would rather drive my own car		41%	
	Other		6%	
	None of these		31%	
<b>How important, if at all, is it for the City of Rocklin to provide the following types of aquatic recreational amenities?</b>	Expanded recreational swimming opportunities in the City of Rocklin	Essential		15%
		Very important		29%
		Somewhat important		37%
		Not at all important		19%
	Regular open swim opportunities and locations in the city	Essential		14%
		Very important		30%
		Somewhat important		39%
		Not at all important		17%
	A community-funded competition-level aquatics facility in Rocklin	Essential		10%
		Very important		19%
		Somewhat important		37%
		Not at all important		34%
Cannabis retail businesses are not currently	Very likely		34%	

	permitted in Rocklin; however, state law does allow some types of retail to take place in the City (specifically cannabis delivery) and may require the City to allow more in the future. H..	Somewhat likely		29% N=69
		Somewhat unlikely		7% N=17
		Very unlikely		30% N=70
<b>In general, how many times do you:</b>	Access the internet from your home	Several times a day		88% N=391
		Once a day		4% N=16
		A few times a week		2% N=10
		Every few weeks		2% N=8
		Less often or never		4% N=16
		Access the internet from your cell phone	Several times a day	
	Once a day			4% N=18
	A few times a week			4% N=16
	Every few weeks			0% N=
	Less often or never			4% N=16
	Visit social media sites	Several times a day		59% N=259
		Once a day		11% N=48
		A few times a week		10% N=45
		Every few weeks		3% N=15
		Less often or never		17% N=76
	Use or check email	Several times a day		88% N=388
		Once a day		8% N=35
		A few times a week		2% N=10
		Every few weeks		1% N=3
		Less often or never		1% N=4
Share your opinions online	Several times a day		10% N=44	
	Once a day		2% N=9	
	A few times a week		11% N=50	
	Every few weeks		14% N=59	
	Less often or never		63% N=275	
Shop online	Several times a day		15% N=67	
	Once a day		7% N=33	
	A few times a week		39% N=172	
	Every few weeks		28% N=121	
	Less often or never		11% N=47	
Please rate your overall health.	Excellent		32% N=143	
	Very good		40% N=177	
	Good		20% N=90	
	Fair		6% N=27	
	Poor		2% N=7	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive		5% N=21	
	Somewhat positive		14% N=64	
	Neutral		42% N=186	
	Somewhat negative		34% N=153	
	Very negative		5% N=22	

	How many years have you lived in Rocklin?	Less than 2 years		15% N=65
		2-5 years		26% N=118
		6-10 years		18% N=78
		11-20 years		18% N=81
		More than 20 years		23% N=105
	Which best describes the building you live in?	One family house detached fro..		71% N=320
		Building with two or more hom..		27% N=120
		Mobile home		1% N=4
		Other		1% N=4
	Do you rent or own your home?	Rent		33% N=147
		Own		67% N=299
<b>About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?</b>	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		5% N=20
		\$500 to \$999		7% N=31
		\$1,000 to \$1,499		8% N=34
		\$1,500 to \$1,999		14% N=60
		\$2,000 to \$2,499		28% N=124
		\$2,500 to \$2,999		16% N=71
		\$3,000 to \$3,499		7% N=29
		\$3,500 or more		16% N=69
	Do any children 17 or under live in your household?	No		64% N=286
		Yes		36% N=160
	Are you or any other members of your household aged 65 or older?	No		66% N=297
		Yes		34% N=150
	How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		7% N=29
		\$25,000 to \$49,999		8% N=36
		\$50,000 to \$74,999		9% N=38
		\$75,000 to \$99,999		17% N=77
		\$100,000 to \$149,999		22% N=98
		\$150,000 or more		37% N=161
<b>Are you Spanish, Hispanic, or Latino?</b>	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or La..		88% N=383
		Yes, I consider myself to be Spa..		12% N=54
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Nat..		2% N=8
		Asian, Asian Indian, or Pacific I..		10% N=43
		Black or African American		3% N=12
		White		63% N=264
		Other		10% N=46
	In which category is your age?	25-34 years		19% N=85
		35-44 years		17% N=78
		45-54 years		26% N=116
		55-64 years		13% N=58
		65-74 years		15% N=68
		75 years or older		9% N=42
	What is your gender?	Woman		49% N=219

What is your gender?	Man		51%
	Identify in another way		N=228 0%
If you identify in another way, how would you..	Non-binary		N= 100%

## Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Rocklin conducted a survey of 450 residents. Survey invitations were mailed to randomly selected households and data were collected from December 27th, 2022 to February 7th, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Rocklin. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on January 24th, 2023. The survey remained open for 2 weeks and there were 17 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

\* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

## Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	Do you live within the City limits of Rocklin	Yes		100% N=17
<b>Please rate each of the following aspects of quality of life in Rocklin.</b>	Rocklin as a place to live	Excellent		41% N=7
		Good		53% N=9
		Fair		6% N=1
	Your neighborhood as a place to live	Excellent		53% N=9
		Good		35% N=6
		Fair		12% N=2
	Rocklin as a place to raise children	Excellent		60% N=9
		Good		40% N=6
	Rocklin as a place to work	Excellent		13% N=1
		Good		25% N=2
		Fair		50% N=4
		Poor		13% N=1
	Rocklin as a place to visit	Excellent		19% N=3
		Good		31% N=5
		Fair		44% N=7
		Poor		6% N=1
	Rocklin as a place to retire	Excellent		20% N=3
		Good		47% N=7
		Fair		27% N=4
Poor			7% N=1	
The overall quality of life in Rocklin	Excellent		29% N=5	
	Good		59% N=10	
	Fair		12% N=2	
Sense of community	Excellent		29% N=5	

<b>Please rate each of the following aspects of quality of life in Rocklin.</b>	Sense of community	Good		41% N=7
		Fair		18% N=3
		Poor		12% N=2
<b>Please rate each of the following characteristics as they relate to Rocklin as a whole.</b>	Overall economic health of Rocklin	Excellent		13% N=2
		Good		73% N=11
		Fair		13% N=2
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Rocklin	Excellent		7% N=1
		Good		20% N=3
		Fair		40% N=6
		Poor		33% N=5
	Overall design or layout of Rocklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		12% N=2
		Good		24% N=4
Fair			53% N=9	
Poor			12% N=2	
Overall quality of the utility infrastructure in Rocklin (water, sewer, storm water, electric/gas, broadband)	Excellent		13% N=2	
	Good		44% N=7	
	Fair		25% N=4	
	Poor		19% N=3	
Overall feeling of safety in Rocklin	Excellent		53% N=9	
	Good		47% N=8	
Overall quality of natural environment in Rocklin	Excellent		47% N=8	
	Good		29% N=5	
	Fair		24% N=4	
Overall quality of parks and recreation opportunities	Excellent		53% N=9	
	Good		24% N=4	
	Fair		18% N=3	
	Poor		6% N=1	
Overall health and wellness opportunities in Rocklin	Excellent		20% N=3	

<b>Please rate each of the following characteristics as they relate to Rocklin as a whole.</b>	Overall health and wellness opportunities in Rocklin	Good		33% N=5
		Fair		40% N=6
		Poor		7% N=1
	Overall opportunities for education, culture, and the arts	Excellent		12% N=2
		Good		53% N=9
		Fair		24% N=4
		Poor		12% N=2
	Residents' connection and engagement with their community	Excellent		24% N=4
		Good		35% N=6
Fair			29% N=5	
Poor			12% N=2	
<b>Please indicate how likely or unlikely you are to do each of the following.</b>	Recommend living in Rocklin to someone who asks	Very likely		47% N=8
		Somewhat likely		47% N=8
		Somewhat unlikely		6% N=1
	Remain in Rocklin for the next five years	Very likely		73% N=11
		Somewhat likely		20% N=3
		Somewhat unlikely		7% N=1
<b>Please rate how safe or unsafe you feel:</b>	In your neighborhood during the day	Very safe		76% N=13
		Somewhat safe		24% N=4
	In Rocklin's downtown/commercial area during the day	Very safe		53% N=8
		Somewhat safe		47% N=7
	From property crime	Very safe		31% N=5
		Somewhat safe		38% N=6
		Neither safe nor unsafe		19% N=3
		Somewhat unsafe		13% N=2
	From violent crime	Very safe		75% N=12
		Somewhat safe		25% N=4
From fire, flood, or other natural disaster	Very safe		56% N=9	

<b>Please rate how safe or unsafe you feel:</b>	From fire, flood, or other natural disaster	Somewhat safe		38% N=6
		Neither safe nor unsafe		6% N=1
<b>Please rate the job you feel the Rocklin community does at each of the following.</b>	Making all residents feel welcome	Excellent		31% N=5
		Good		38% N=6
		Fair		19% N=3
		Poor		13% N=2
	Attracting people from diverse backgrounds	Excellent		27% N=4
		Good		33% N=5
		Fair		33% N=5
		Poor		7% N=1
	Valuing/respecting residents from diverse backgrounds	Excellent		36% N=5
		Good		29% N=4
		Fair		21% N=3
		Poor		14% N=2
	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		31% N=4
		Good		31% N=4
		Fair		15% N=2
		Poor		23% N=3
<b>Please rate each of the following in the Rocklin community.</b>	Overall quality of business and service establishments in Rocklin	Excellent		12% N=2
		Good		53% N=9
		Fair		35% N=6
	Variety of business and service establishments in Rocklin	Excellent		19% N=3
		Good		44% N=7
		Fair		38% N=6
	Vibrancy of downtown/commercial area	Excellent		6% N=1
		Good		6% N=1
		Fair		44% N=7
		Poor		44% N=7

**Please rate each of the following in the Rocklin community.**

Employment opportunities	Excellent		14% N=1
	Good		29% N=2
	Fair		14% N=1
	Poor		43% N=3
Shopping opportunities	Excellent		18% N=3
	Good		47% N=8
	Fair		35% N=6
Cost of living in Rocklin	Excellent		12% N=2
	Good		6% N=1
	Fair		59% N=10
	Poor		24% N=4
Overall image or reputation of Rocklin	Excellent		31% N=5
	Good		56% N=9
	Fair		13% N=2

**Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.**

Traffic flow on major streets	Excellent		12% N=2
	Good		12% N=2
	Fair		35% N=6
	Poor		41% N=7
Ease of public parking	Excellent		24% N=4
	Good		41% N=7
	Fair		18% N=3
	Poor		18% N=3
Ease of travel by car in Rocklin	Excellent		12% N=2
	Good		41% N=7
	Fair		29% N=5
	Poor		18% N=3
Ease of travel by public transportation in Rocklin	Good		13% N=1
	Fair		13% N=1

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

Ease of travel by public transportation in Rocklin	Poor		75% N=6
	Excellent		9% N=1
Ease of travel by bicycle in Rocklin	Good		18% N=2
	Fair		45% N=5
	Poor		27% N=3
	Excellent		29% N=5
Ease of walking in Rocklin	Good		35% N=6
	Fair		29% N=5
	Poor		6% N=1
	Excellent		12% N=2
Well-planned residential growth	Good		24% N=4
	Fair		24% N=4
	Poor		41% N=7
	Excellent		13% N=2
Well-planned commercial growth	Good		27% N=4
	Fair		20% N=3
	Poor		40% N=6
	Excellent		19% N=3
Well-designed neighborhoods	Good		31% N=5
	Fair		25% N=4
	Poor		25% N=4
	Excellent		13% N=2
Preservation of the historical or cultural character of the community	Good		38% N=6
	Fair		25% N=4
	Poor		25% N=4
	Excellent		20% N=3
Public places where people want to spend time	Good		40% N=6
	Fair		13% N=2
	Excellent		20% N=3

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

Public places where people want to spend time	Poor		27% N=4
	Excellent		14% N=2
Variety of housing options	Good		29% N=4
	Fair		36% N=5
	Poor		21% N=3
	Excellent		15% N=2
Availability of affordable quality housing	Good		23% N=3
	Fair		15% N=2
	Poor		46% N=6
	Excellent		13% N=2
Overall quality of new development in Rocklin	Good		38% N=6
	Fair		25% N=4
	Poor		25% N=4
	Excellent		35% N=6
Overall appearance of Rocklin	Good		35% N=6
	Fair		24% N=4
	Poor		6% N=1
	Excellent		35% N=6
Cleanliness of Rocklin	Good		47% N=8
	Fair		18% N=3
	Excellent		47% N=7
Water resources (beaches, lakes, ponds, riverways, etc.)	Fair		20% N=3
	Poor		33% N=5
	Excellent		25% N=4
Air quality	Good		50% N=8
	Fair		25% N=4
	Excellent		35% N=6
Availability of paths and walking trails	Good		24% N=4

**Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.**

Availability of paths and walking trails	Fair		18% N=3
	Poor		24% N=4
Fitness opportunities (including exercise classes and paths or trails, etc.)	Excellent		35% N=6
	Good		29% N=5
	Fair		24% N=4
	Poor		12% N=2
Recreational opportunities	Excellent		24% N=4
	Good		35% N=6
	Fair		24% N=4
	Poor		18% N=3
Availability of affordable quality food	Excellent		18% N=3
	Good		47% N=8
	Fair		24% N=4
	Poor		12% N=2
Availability of affordable quality health care	Excellent		13% N=2
	Good		47% N=7
	Fair		27% N=4
	Poor		13% N=2
Availability of preventive health services	Excellent		14% N=2
	Good		36% N=5
	Fair		29% N=4
	Poor		21% N=3
Availability of affordable quality mental health care	Excellent		20% N=2
	Good		10% N=1
	Fair		30% N=3
	Poor		40% N=4
Opportunities to attend cultural/arts/music activities	Excellent		13% N=2
	Good		44% N=7

Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.

Opportunities to attend cultural/arts/music activities	Fair		31% N=5
	Poor		13% N=2
Community support for the arts	Excellent		7% N=1
	Good		27% N=4
	Fair		53% N=8
	Poor		13% N=2
Availability of affordable quality childcare/preschool	Excellent		11% N=1
	Good		56% N=5
	Fair		22% N=2
	Poor		11% N=1
K-12 education	Excellent		57% N=8
	Good		43% N=6
Adult educational opportunities	Excellent		17% N=2
	Good		58% N=7
	Fair		17% N=2
	Poor		8% N=1
Sense of civic/community pride	Excellent		24% N=4
	Good		47% N=8
	Fair		29% N=5
Neighborliness of residents in Rocklin	Excellent		31% N=5
	Good		56% N=9
	Fair		13% N=2
Opportunities to participate in social events and activities	Excellent		13% N=2
	Good		69% N=11
	Fair		13% N=2
	Poor		6% N=1
Opportunities to attend special events and festivals	Excellent		13% N=2
	Good		44% N=7

<b>Please also rate each of the following in the Rocklin community. Keep in mind that the City may not provide some of these services.</b>	Opportunities to attend special events and festivals	Fair		25% N=4
		Poor		19% N=3
	Opportunities to volunteer	Excellent		21% N=3
		Good		50% N=7
		Fair		21% N=3
		Poor		7% N=1
	Opportunities to participate in community matters	Excellent		13% N=2
		Good		38% N=6
Fair			31% N=5	
Poor			19% N=3	
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		29% N=4	
	Good		29% N=4	
	Fair		29% N=4	
	Poor		14% N=2	
<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Contacted the City of Rocklin (in-person, phone, email, or web) for help or information	No		24% N=4
		Yes		76% N=13
	Contacted Rocklin elected officials (in-person, phone, email, or web) to express your opinion	No		59% N=10
		Yes		41% N=7
	Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood w..	No		59% N=10
		Yes		41% N=7
	Watched (online or on television) a local public meeting	No		41% N=7
		Yes		59% N=10
	Volunteered your time to some group/activity in Rocklin	No		76% N=13
		Yes		24% N=4
	Campaigned or advocated for a local issue, cause, or candidate	No		71% N=12
		Yes		29% N=5
	Voted in your most recent local election	No		6% N=1
		Yes		94% N=16

<b>Please indicate whether or not you have done each of the following in the last 12 months.</b>	Used bus, rail, subway, or other public transportation instead of driving	No		88% N=15
		Yes		12% N=2
	Carpooled with other adults or children instead of driving alone	No		41% N=7
		Yes		59% N=10
	Walked or biked instead of driving	No		41% N=7
		Yes		59% N=10
<b>Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.</b>	Public information services	Excellent		21% N=3
		Good		50% N=7
		Fair		21% N=3
		Poor		7% N=1
	Economic development	Excellent		18% N=2
		Good		18% N=2
		Fair		36% N=4
		Poor		27% N=3
	Traffic enforcement	Excellent		8% N=1
		Good		25% N=3
		Fair		42% N=5
		Poor		25% N=3
	Traffic signal timing	Excellent		13% N=2
		Good		38% N=6
		Fair		13% N=2
		Poor		38% N=6
Street repair	Excellent		19% N=3	
	Good		38% N=6	
	Fair		19% N=3	
	Poor		25% N=4	
Street cleaning	Excellent		33% N=5	
	Good		60% N=9	

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

Street cleaning	Poor		7% N=1
	Excellent		27% N=4
Street lighting	Good		47% N=7
	Fair		13% N=2
	Poor		13% N=2
	Excellent		50% N=1
Snow removal	Fair		50% N=1
	Excellent		15% N=2
Sidewalk maintenance	Good		46% N=6
	Fair		15% N=2
	Poor		23% N=3
	Good		14% N=1
Bus or transit services	Fair		29% N=2
	Poor		57% N=4
	Excellent		15% N=2
Land use, planning, and zoning	Good		23% N=3
	Fair		23% N=3
	Poor		38% N=5
	Good		36% N=4
Code enforcement (weeds, abandoned buildings, etc.)	Fair		45% N=5
	Poor		18% N=2
	Excellent		19% N=3
Affordable high-speed internet access	Good		31% N=5
	Fair		19% N=3
	Poor		31% N=5
	Excellent		53% N=9
Garbage collection	Good		35% N=6
	Fair		12% N=2

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

Drinking water	Excellent		71% N=12
	Good		24% N=4
	Fair		6% N=1
Sewer services	Excellent		41% N=7
	Good		53% N=9
	Fair		6% N=1
Storm water management (storm drainage, dams, levees, etc.)	Excellent		20% N=2
	Good		60% N=6
	Fair		10% N=1
	Poor		10% N=1
Power (electric and/or gas) utility	Excellent		6% N=1
	Good		24% N=4
	Fair		41% N=7
	Poor		29% N=5
Utility billing	Good		40% N=6
	Fair		20% N=3
	Poor		40% N=6
Police/Sheriff services	Excellent		60% N=9
	Good		40% N=6
Crime prevention	Excellent		53% N=8
	Good		47% N=7
Animal control	Excellent		17% N=2
	Good		58% N=7
	Fair		17% N=2
	Poor		8% N=1
Ambulance or emergency medical services	Excellent		27% N=3
	Good		73% N=8
Fire services	Excellent		60% N=9

Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.

Fire services	Good		40% N=6
	Excellent		33% N=4
Fire prevention and education	Good		42% N=5
	Fair		17% N=2
	Poor		8% N=1
	Excellent		10% N=1
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Good		60% N=6
	Fair		20% N=2
	Poor		10% N=1
	Excellent		10% N=1
Preservation of natural areas (open space, farmlands, and greenbelts)	Excellent		25% N=4
	Good		13% N=2
	Fair		38% N=6
	Poor		25% N=4
Rocklin open space	Excellent		29% N=5
	Good		18% N=3
	Fair		35% N=6
	Poor		18% N=3
Recycling	Excellent		13% N=2
	Good		31% N=5
	Fair		31% N=5
	Poor		25% N=4
Yard waste pick-up	Excellent		27% N=4
	Good		40% N=6
	Fair		20% N=3
	Poor		13% N=2
City parks	Excellent		44% N=7
	Good		31% N=5
	Fair		19% N=3

<b>Please rate the quality of each of the following services in Rocklin. Keep in mind that the City may not provide some of these services.</b>	City parks	Poor		6% N=1
	Recreation programs or classes	Excellent		23% N=3
		Good		38% N=5
		Fair		23% N=3
		Poor		15% N=2
	Recreation centers or facilities	Excellent		7% N=1
		Good		57% N=8
		Fair		14% N=2
		Poor		21% N=3
	Health services	Excellent		15% N=2
		Good		31% N=4
		Fair		46% N=6
		Poor		8% N=1
	Public library services	Excellent		33% N=5
		Good		53% N=8
		Fair		7% N=1
		Poor		7% N=1
	Overall customer service by Rocklin employees (police, receptionists, planners, etc.)	Excellent		21% N=3
		Good		50% N=7
Fair			29% N=4	
<b>Please rate the following categories of Rocklin government performance.</b>	The value of services for the taxes paid to Rocklin	Excellent		13% N=2
		Good		40% N=6
		Fair		27% N=4
		Poor		20% N=3
	The overall direction that Rocklin is taking	Excellent		6% N=1
		Good		44% N=7
		Fair		19% N=3
		Poor		31% N=5

**Please rate the following categories of Rocklin government performance.**

The job Rocklin government does at welcoming resident involvement	Excellent		13% N=2
	Good		33% N=5
	Fair		40% N=6
	Poor		13% N=2
Overall confidence in Rocklin government	Excellent		6% N=1
	Good		44% N=7
	Fair		25% N=4
	Poor		25% N=4
Generally acting in the best interest of the community	Excellent		12% N=2
	Good		35% N=6
	Fair		29% N=5
	Poor		24% N=4
Being honest	Excellent		14% N=2
	Good		36% N=5
	Fair		21% N=3
	Poor		29% N=4
Being open and transparent to the public	Excellent		13% N=2
	Good		33% N=5
	Fair		27% N=4
	Poor		27% N=4
Informing residents about issues facing the community	Excellent		12% N=2
	Good		29% N=5
	Fair		47% N=8
	Poor		12% N=2
Treating all residents fairly	Excellent		14% N=2
	Good		43% N=6
	Fair		21% N=3
	Poor		21% N=3

<b>Please rate the following categories of Rocklin government performance.</b>	Treating residents with respect	Excellent		8% N=1
		Good		54% N=7
		Fair		23% N=3
		Poor		15% N=2
<b>Overall, how would you rate the quality of the services provided by each of the following?</b>	The City of Rocklin	Excellent		18% N=3
		Good		53% N=9
		Fair		24% N=4
		Poor		6% N=1
	The Federal Government	Good		21% N=3
		Fair		43% N=6
		Poor		36% N=5
	<b>Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.</b>	Overall economic health of Rocklin	Essential	
Very important				38% N=6
Somewhat important				13% N=2
Not at all important				6% N=1
Overall quality of the transportation system (auto, bicycle, foot, bus) in Rocklin		Essential		18% N=3
		Very important		59% N=10
		Somewhat important		12% N=2
		Not at all important		12% N=2
Overall design or layout of Rocklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)		Essential		53% N=9
		Very important		35% N=6
		Somewhat important		6% N=1
		Not at all important		6% N=1
Overall quality of the utility infrastructure in Rocklin (water, sewer, storm water, electric/gas, broadband)		Essential		75% N=12
		Very important		19% N=3
		Somewhat important		6% N=1
Overall feeling of safety in Rocklin		Essential		53% N=9
	Very important		24% N=4	

<b>Please rate how important, if at all, you think it is for the Rocklin community to focus on each of the following in the coming two years.</b>	Overall feeling of safety in Rocklin	Somewhat important		24% N=4
	Overall quality of natural environment in Rocklin	Essential		47% N=8
		Very important		35% N=6
		Somewhat important		12% N=2
		Not at all important		6% N=1
	Overall quality of parks and recreation opportunities	Essential		47% N=8
		Very important		35% N=6
		Somewhat important		12% N=2
		Not at all important		6% N=1
	Overall health and wellness opportunities in Rocklin	Essential		35% N=6
Very important			35% N=6	
Somewhat important			29% N=5	
Overall opportunities for education, culture, and the arts	Essential		29% N=5	
	Very important		35% N=6	
	Somewhat important		35% N=6	
Residents' connection and engagement with their community	Essential		31% N=5	
	Very important		38% N=6	
	Somewhat important		31% N=5	
<b>In a typical week, how often do you use each of the following modes of transportation?</b>	Driving alone	Never		6% N=1
		1-2 days		12% N=2
		2-5 days		24% N=4
		6-7 days		59% N=10
	Driving with others	Never		12% N=2
		1-2 days		24% N=4
		2-5 days		47% N=8
		6-7 days		18% N=3
	Walking	Never		24% N=4
		1-2 days		24% N=4

<b>In a typical week, how often do you use each of the following modes of transportation?</b>	Walking	2-5 days		29% N=5
		6-7 days		24% N=4
	Biking	Never		53% N=9
		1-2 days		47% N=8
	Bus	Never		88% N=15
		1-2 days		12% N=2
	Train/rail	Never		88% N=15
		1-2 days		12% N=2
	Free shuttle	Never		100% N=15
	Taxi	Never		100% N=17
	Uber/Lyft or similar rideshare service	Never		71% N=12
		1-2 days		24% N=4
2-5 days			6% N=1	
If you have used local bus or train/rail transit once a month or less in the past 12 months, why? (Please select all that apply.)	Fares are too high		15% N=2	
	Routes are not direct enough		15% N=2	
	Routes don't go where I need to go		46% N=6	
	Routes are not frequent enough		8% N=1	
	Routes don't come near my house		8% N=1	
	Would rather drive my own car		38% N=5	
	None of these		31% N=4	
<b>How important, if at all, is it for the City of Rocklin to provide the following types of aquatic recreational amenities?</b>	Expanded recreational swimming opportunities in the City of Rocklin	Essential		18% N=3
		Very important		29% N=5
		Somewhat important		24% N=4
		Not at all important		29% N=5
	Regular open swim opportunities and locations in the city	Essential		25% N=4
		Very important		13% N=2
		Somewhat important		31% N=5
		Not at all important		31% N=5

<b>How important, if at all, is it for the City of Rocklin to provide the following types of aquatic recreational amenities?</b>	A community-funded competition-level aquatics facility in Rocklin	Essential		18% N=3
		Very important		12% N=2
		Somewhat important		41% N=7
		Not at all important		29% N=5
Cannabis retail businesses are not currently permitted in Rocklin; however, state law does allow some types of retail to take place in the City (specifically cannabis delivery) and may require the City to allow more in the future. How likely would you be to support a sales tax on state-permitted cannabis retail to capture revenue and help fund City services?		Very likely		29% N=5
		Somewhat likely		18% N=3
		Somewhat unlikely		6% N=1
		Very unlikely		47% N=8
<b>In general, how many times do you:</b>	Access the internet from your home using a computer, laptop, or tablet computer	Several times a day		88% N=15
		Once a day		12% N=2
Access the internet from your cell phone	Several times a day		75% N=12	
	Once a day		6% N=1	
	A few times a week		19% N=3	
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	Several times a day		65% N=11	
	Once a day		24% N=4	
	A few times a week		12% N=2	
Use or check email	Several times a day		94% N=16	
	Once a day		6% N=1	
Share your opinions online	Several times a day		18% N=3	
	Once a day		6% N=1	
	A few times a week		12% N=2	
	Every few weeks		18% N=3	
	Less often or never		47% N=8	
Shop online	Several times a day		24% N=4	
	Once a day		18% N=3	
	A few times a week		41% N=7	
	Every few weeks		12% N=2	
	Less often or never		6% N=1	

Please rate your overall health.	Excellent		24% N=4
	Very good		71% N=12
	Good		6% N=1
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Somewhat positive		18% N=3
	Neutral		41% N=7
	Somewhat negative		29% N=5
	Very negative		12% N=2
How many years have you lived in Rocklin?	2-5 years		12% N=2
	6-10 years		18% N=3
	11-20 years		12% N=2
	More than 20 years		59% N=10
Which best describes the building you live in?	Single-family detached home		94% N=16
	Mobile home		6% N=1
Do you rent or own your home?	Own		100% N=17
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?	Less than \$500		12% N=2
	\$500 to \$999		6% N=1
	\$1,000 to \$1,499		24% N=4
	\$1,500 to \$1,999		6% N=1
	\$2,000 to \$2,499		18% N=3
	\$2,500 to \$2,999		29% N=5
	\$3,500 or more		6% N=1
Do any children 17 or under live in your household?	No		65% N=11
	Yes		35% N=6
Are you or any other members of your household aged 65 or older?	No		76% N=13
	Yes		24% N=4
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		6% N=1
	\$25,000 to \$49,999		6% N=1
	\$50,000 to \$74,999		12% N=2

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	\$75,000 to \$99,999		18% N=3
	\$100,000 to \$149,999		29% N=5
	\$150,000 or more		29% N=5
Are you Spanish, Hispanic, or Latino?	No, not Spanish, Hispanic, or Latino		88% N=15
	Yes, I consider myself to be Spanish, Hispanic, or Latino		12% N=2
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Asian, Asian Indian, or Pacific Islander		6% N=1
	White		88% N=15
	Other		12% N=2
In which category is your age?	35-44 years		18% N=3
	45-54 years		35% N=6
	55-64 years		24% N=4
	65-74 years		24% N=4
What is your gender?	Woman		53% N=9
	Man		47% N=8
How did you hear about this survey? (Select all that apply.)	The city's website		24% N=4
	The city's social media (Facebook, Twitter, Instagram,...		18% N=3
	Received an email from the city		47% N=8
	In my Facebook feed		12% N=2