

Rocklin, CA

The National Community Survey

Report of Results
2025

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

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



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The report provides the opinions of a representative sample of 330 residents of the City of Rocklin collected from November 8th, 2024 to December 20th, 2024. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2025 survey was 11%. 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 500 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.

Trends over time

Trend data for Rocklin represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 7% percentage points between the 2023 and 2025 surveys, the change is statistically significant. In terms of nationwide trends, the Polco's data science experts have observed a general decline in ratings since 2021.

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 Polco's mailing vendor, 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 randomly selected using the "birthday method". The birthday method selects a person within the household by asking the "person who most recently had a birthday" 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 3,000 randomly selected households received mailings beginning on November 8th, 2024 and data collection for the survey remained open for six 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, as well as QR codes to further encourage participation. 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 3,000 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 2,941 households that received the invitations to participate, 330 completed the survey, providing an overall response rate of 11%. The response rate was calculated using the American Association for Public Opinion Research's response rate #2 for mailed surveys of unnamed persons.²

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 (330 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 random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Rocklin 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 December 6th, 2024. The survey remained open for two 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 2020 Census and 2022 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, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ 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 ⁴
Age	18-34	5%	22%	27%
	35-54	33%	41%	39%
	55+	63%	36%	34%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	88%	87%	87%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	12%	13%	13%
Housing tenure	Own	86%	68%	68%
	Rent	14%	32%	32%
Housing type	Attached	14%	27%	27%
	Detached	86%	73%	73%
Race & Hispanic origin	Not white alone	29%	31%	33%
	White alone, not Hispanic or Latino	71%	69%	67%
Sex	Man	49%	46%	49%
	Woman	51%	54%	51%
Sex/age	Man 18-34	2%	8%	13%
	Man 35-54	16%	21%	20%
	Man 55+	31%	16%	15%

Woman 18-34	3%	14%	13%
Woman 35-54	17%	20%	19%
Woman 55+	31%	20%	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.

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.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

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

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Highest-performing areas:

- About 9 in 10 respondents appreciated the city as a place to live and raise children, both of which scored higher than the national benchmark.
- Residents provided above-average ratings for both the overall economic health and shopping opportunities in Rocklin. Additionally, participants' economic outlook improved significantly from 2023.
- Most participants indicated that they felt safe in their neighborhoods and in Rocklin's downtown/commercial areas during the day. Additionally, the overall feeling of safety in the city, police services, and crime prevention were rated above the national benchmark.
- Roughly 9 in 10 community members valued city parks (higher than the benchmark), while about three-quarters gave positive ratings to recreation programs or classes and recreation centers or facilities.
- Adult education opportunities and K-12 education scored above national averages.

Focus areas:

- When asked about community design, ratings for the variety of housing options (-20%), well-planned residential growth (-10%), and the overall quality of new development (-12%) declined significantly compared to 2023.
- Ratings for the job Rocklin does in making all residents feel welcome (-8%), taking care of vulnerable residents (-7%), and valuing/respecting residents from diverse backgrounds (-8%) declined significantly since 2023.
- Several items related to health and wellness have trended downward since 2023, including:
 - Health services (from 79% in 2023 to 67% in 2024)
 - Availability of affordable quality health care (from 65% to 51%)
 - Availability of preventive health services (from 71% to 51%)
 - Availability of affordable quality food (from 71% to 58%)
- While the city's cleanliness received above-average scores, ratings for the preservation of natural areas and yard waste pick-up trended downward since 2023.

Other notable results:

- About 6 in 10 residents were satisfied with the current level of city services, while roughly 8 in 10 indicated they trust the City of Rocklin to spend their tax dollars responsibly and believe there is room to make spending cuts without jeopardizing city services.
- Residents felt that budget cuts affecting recreation—such as high-quality, reasonably priced leisure activities, recreation classes and events, concerts, and community gatherings—would have the least impact.

Areas of greatest change since 2023:

Of the 122 evaluative questions included on both the 2023 and current survey iterations, 92 were statistically similar to previous results. Upward trends were seen in 2 items, while 28 ratings decreased since 2023. The most significant of those trends are listed below.

Increases

- Economic impact on family income over the next 6 months (+13%)
- Street repair (+12%)

Decreases

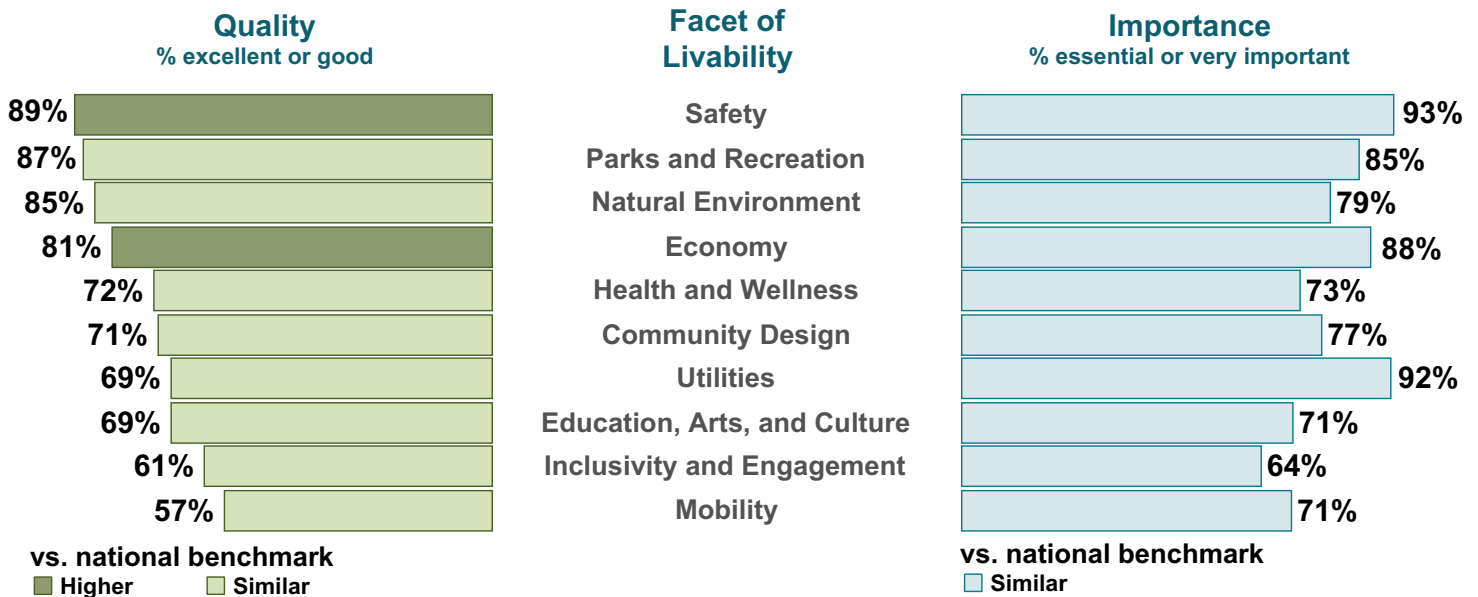
- Variety of housing options (-20%)
- Availability of preventive health services (-20%)
- Utility billing (-15%)

Facets of livability

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.

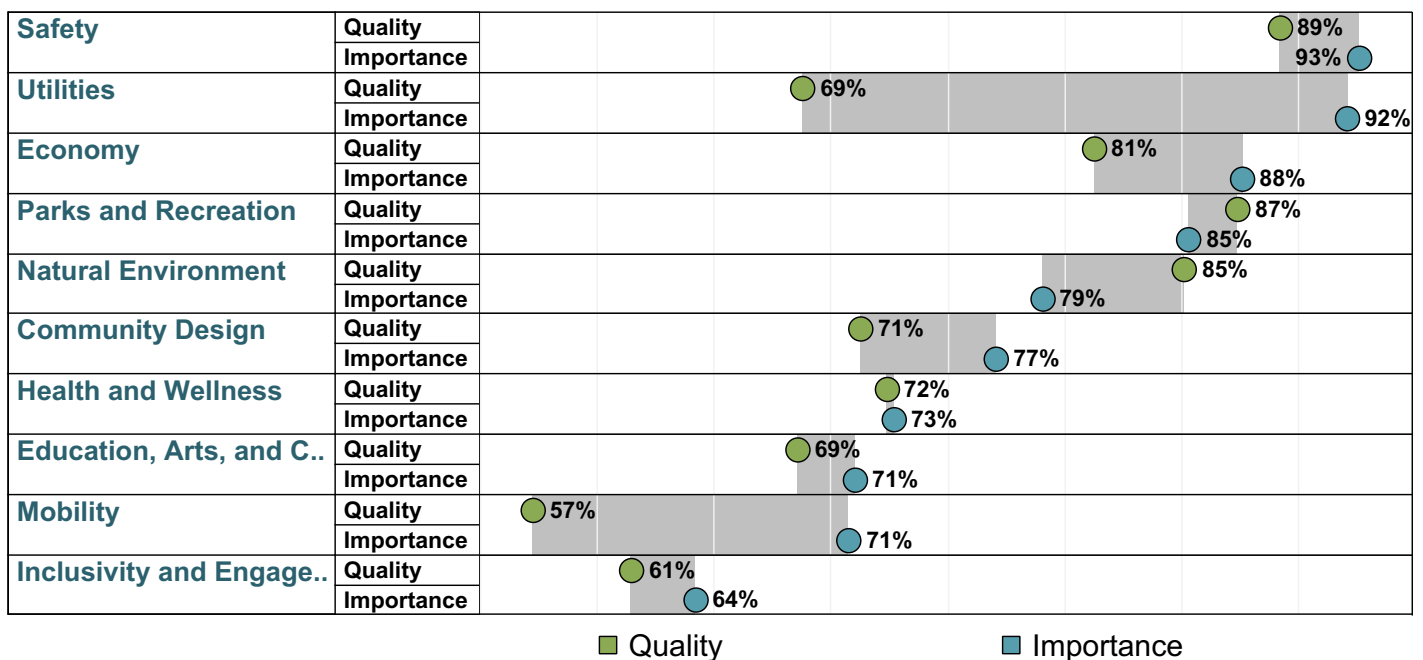
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

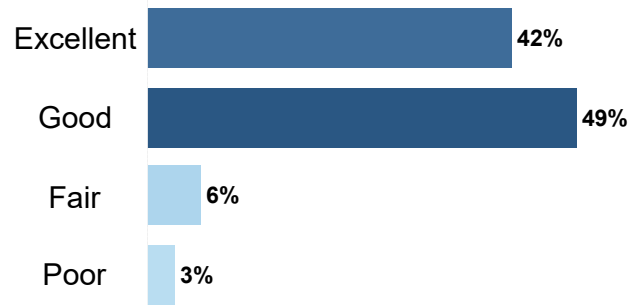
The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.



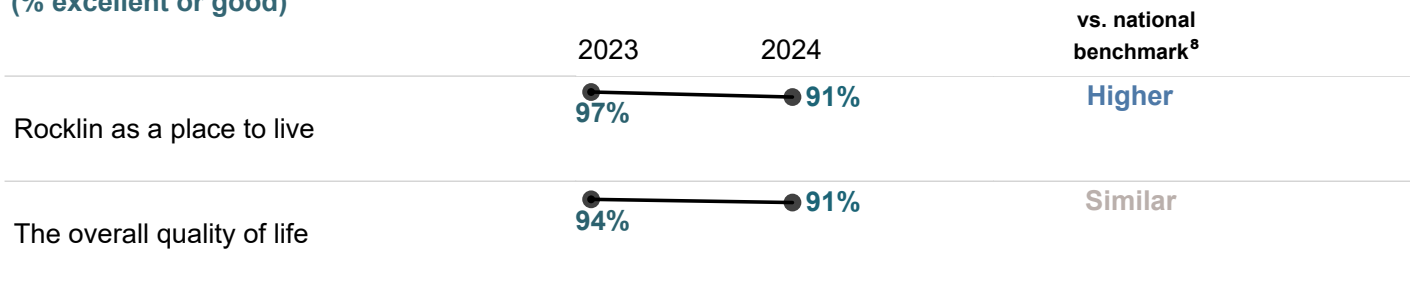
Polco
Quality of Life

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.

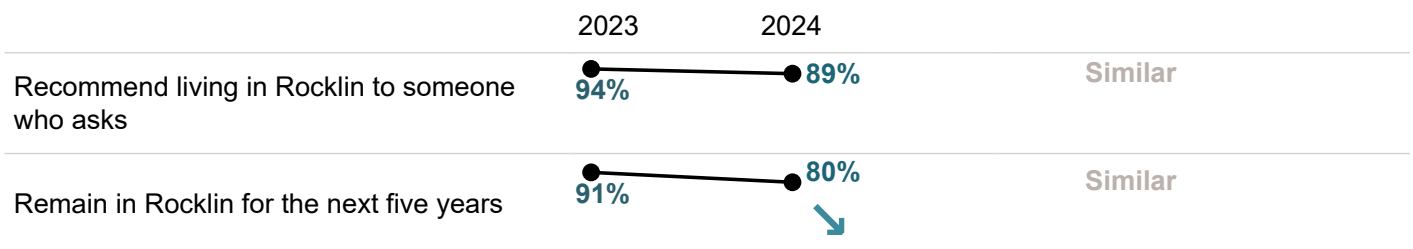
The overall quality of life in Rocklin, 2024



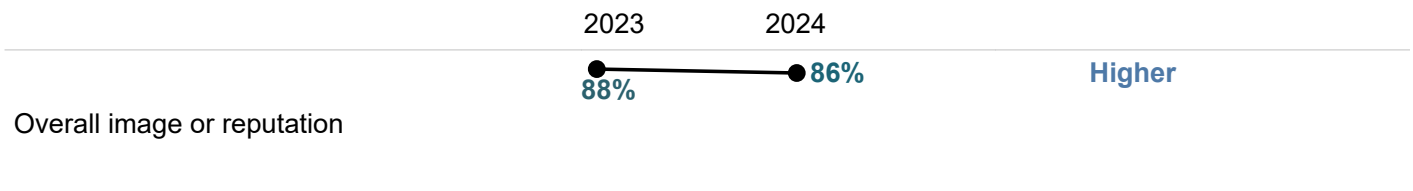
Please rate each of the following aspects of quality of life in Rocklin.
(% excellent or good)



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



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

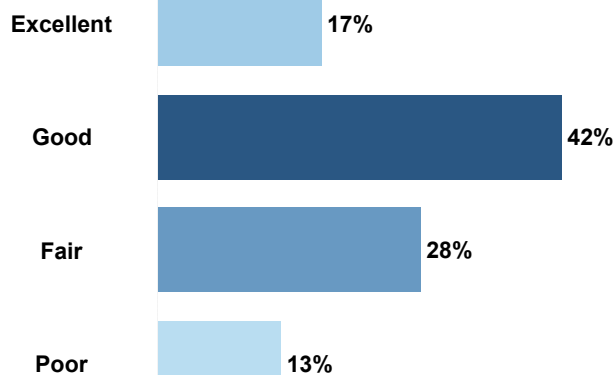


8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

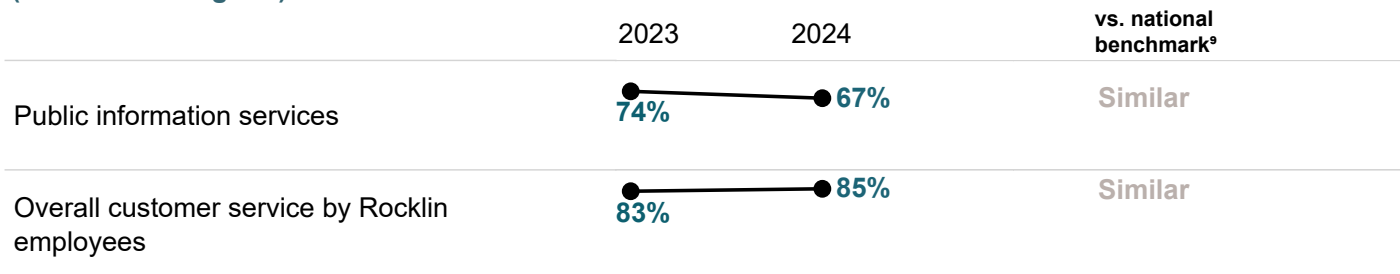
Governance

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.

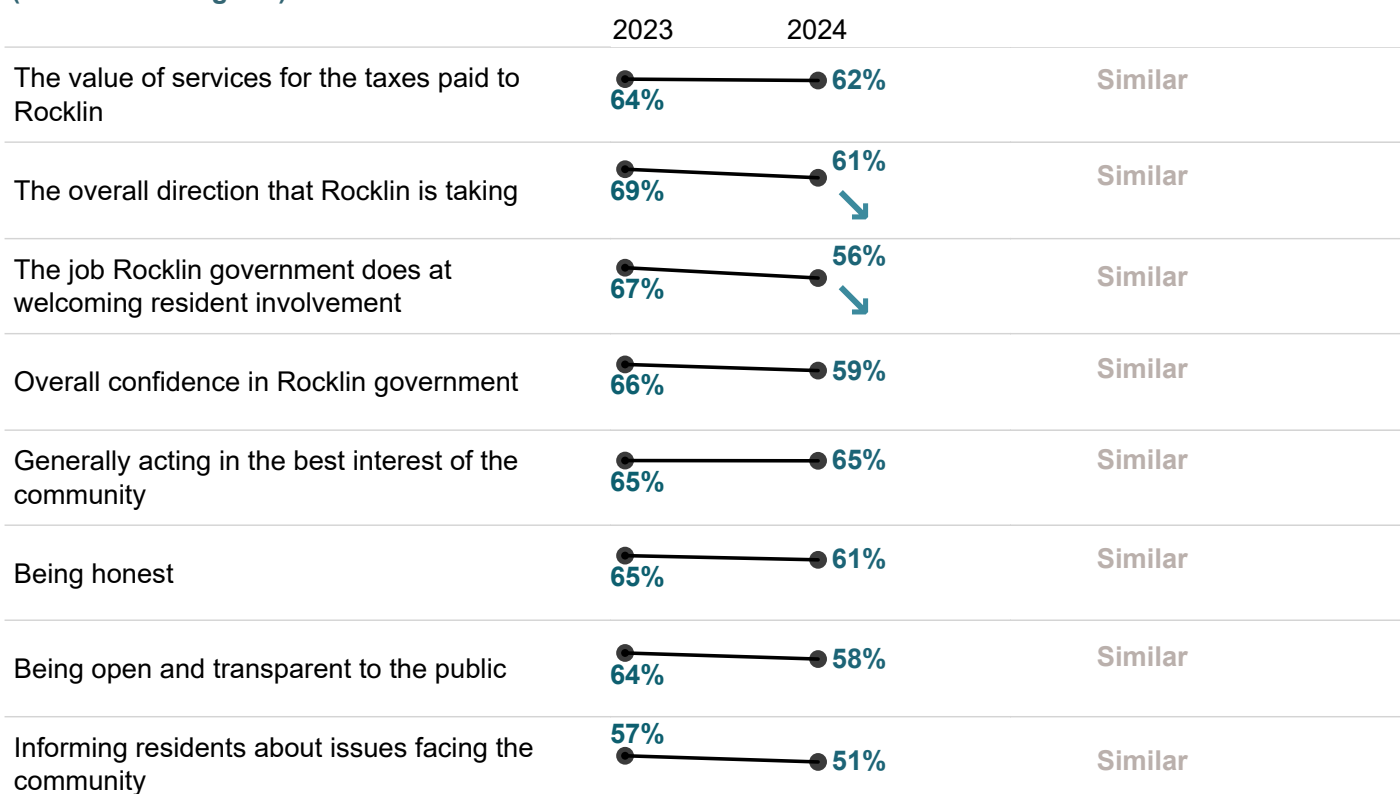
Overall confidence in Rocklin government, 2024

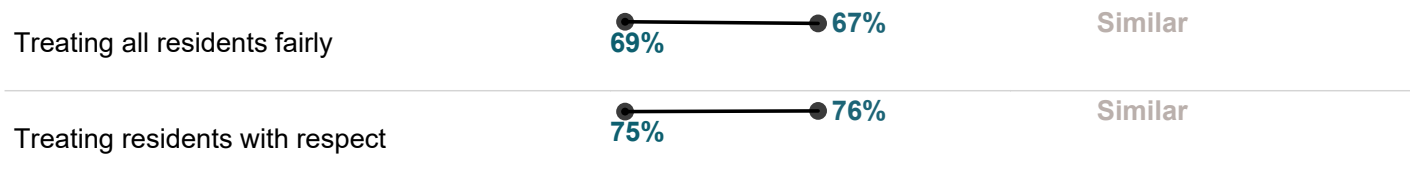


Please rate the quality of each of the following services in Rocklin.
(% excellent or good)

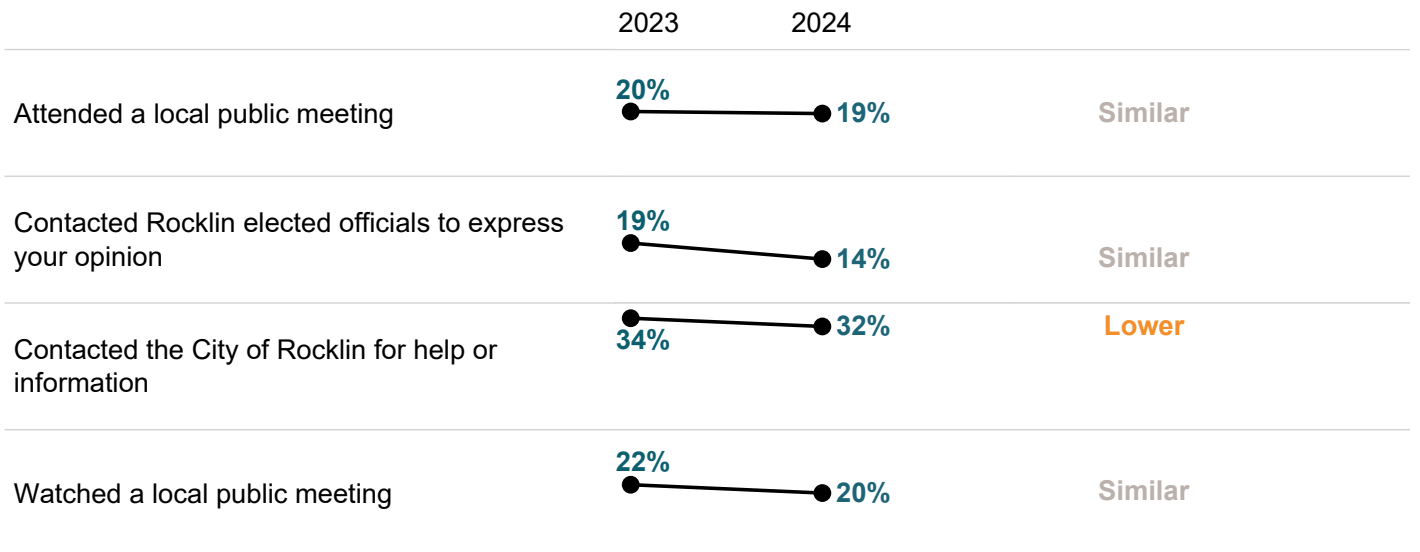


Please rate the following categories of Rocklin government performance.
(% excellent or good)

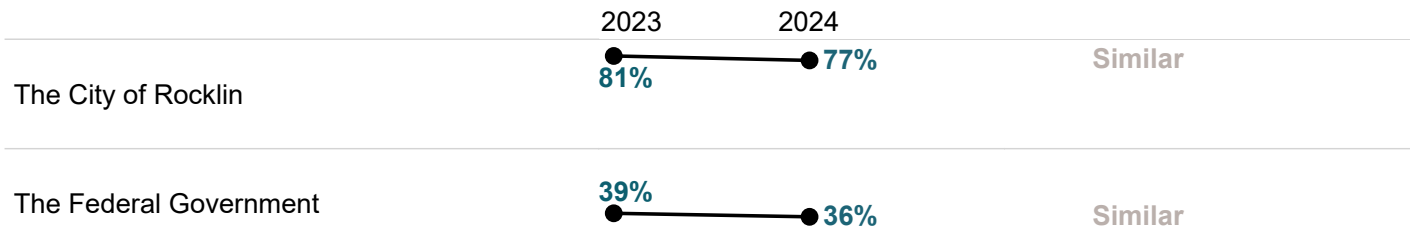




Please indicate whether or not you have done each of the following in the last 12 months.
 (% excellent or good)



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

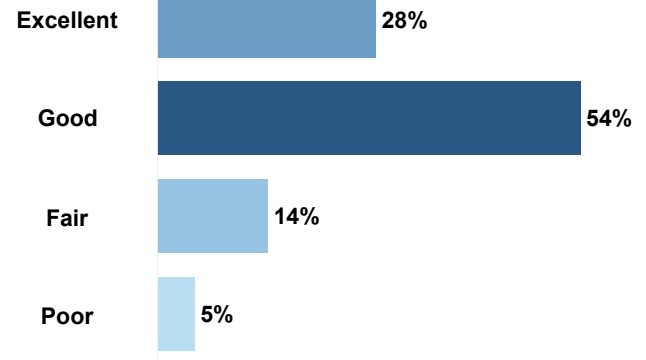


9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

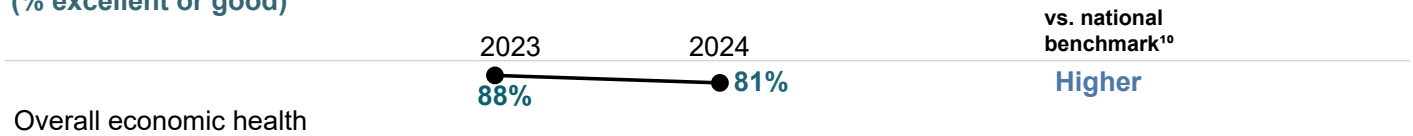
Economy

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.

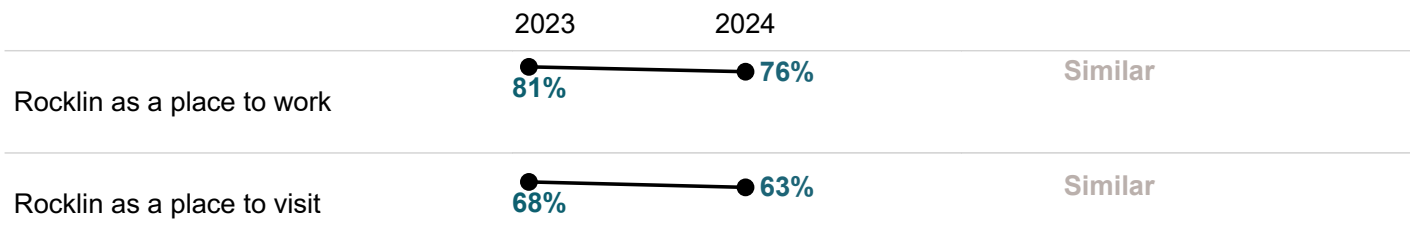
Overall economic health of Rocklin, 2024



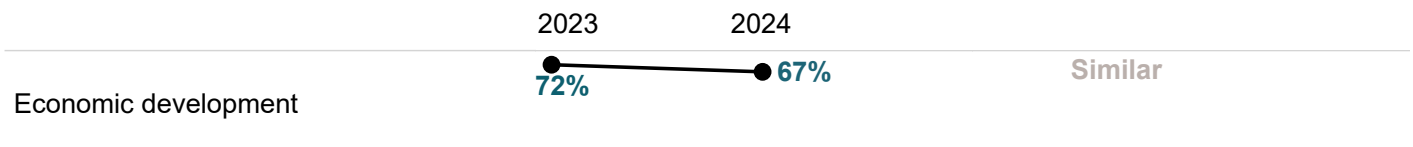
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



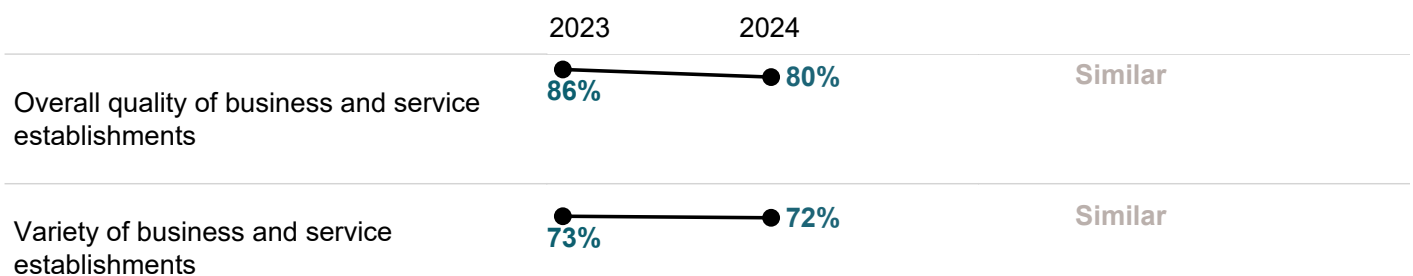
Please rate each of the following aspects of quality of life in Rocklin.
(% excellent or good)

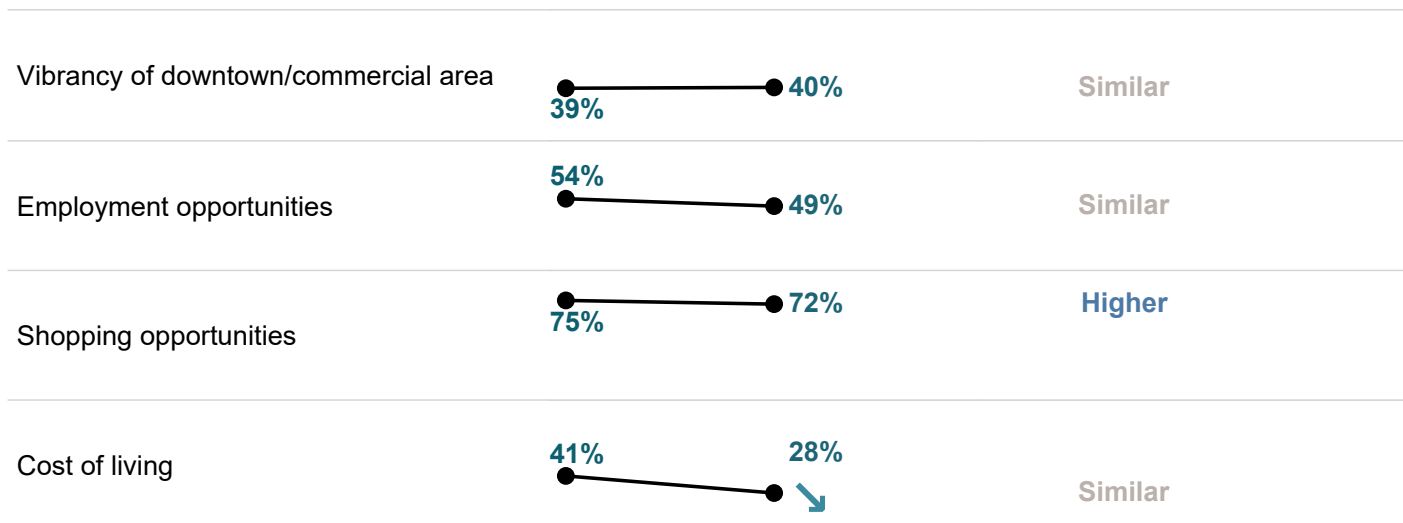


Please rate the quality of each of the following services in Rocklin.
(% excellent or good)

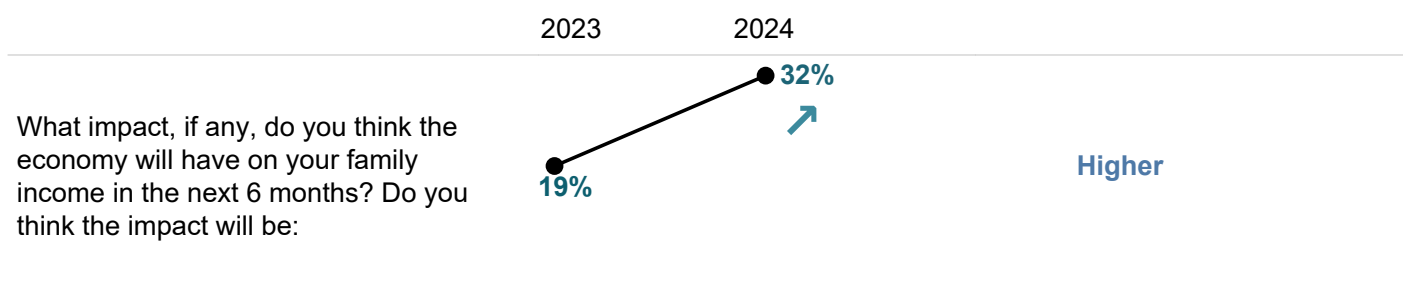


Please rate each of the following in the Rocklin community.
(% excellent or good)





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)

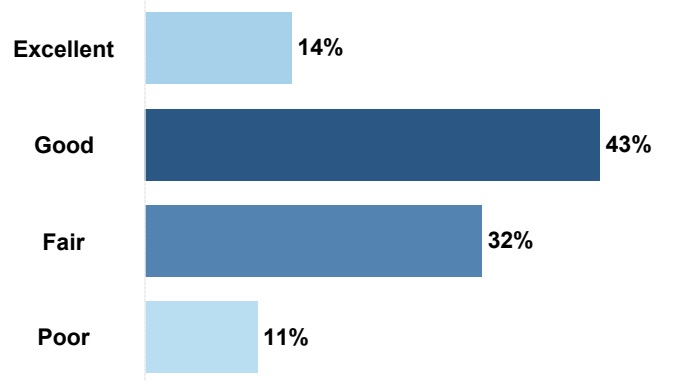


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

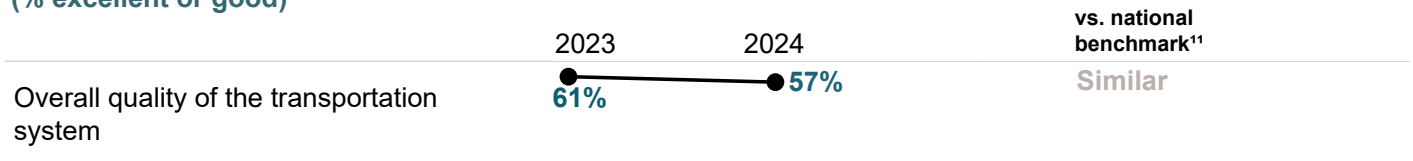
Mobility

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.

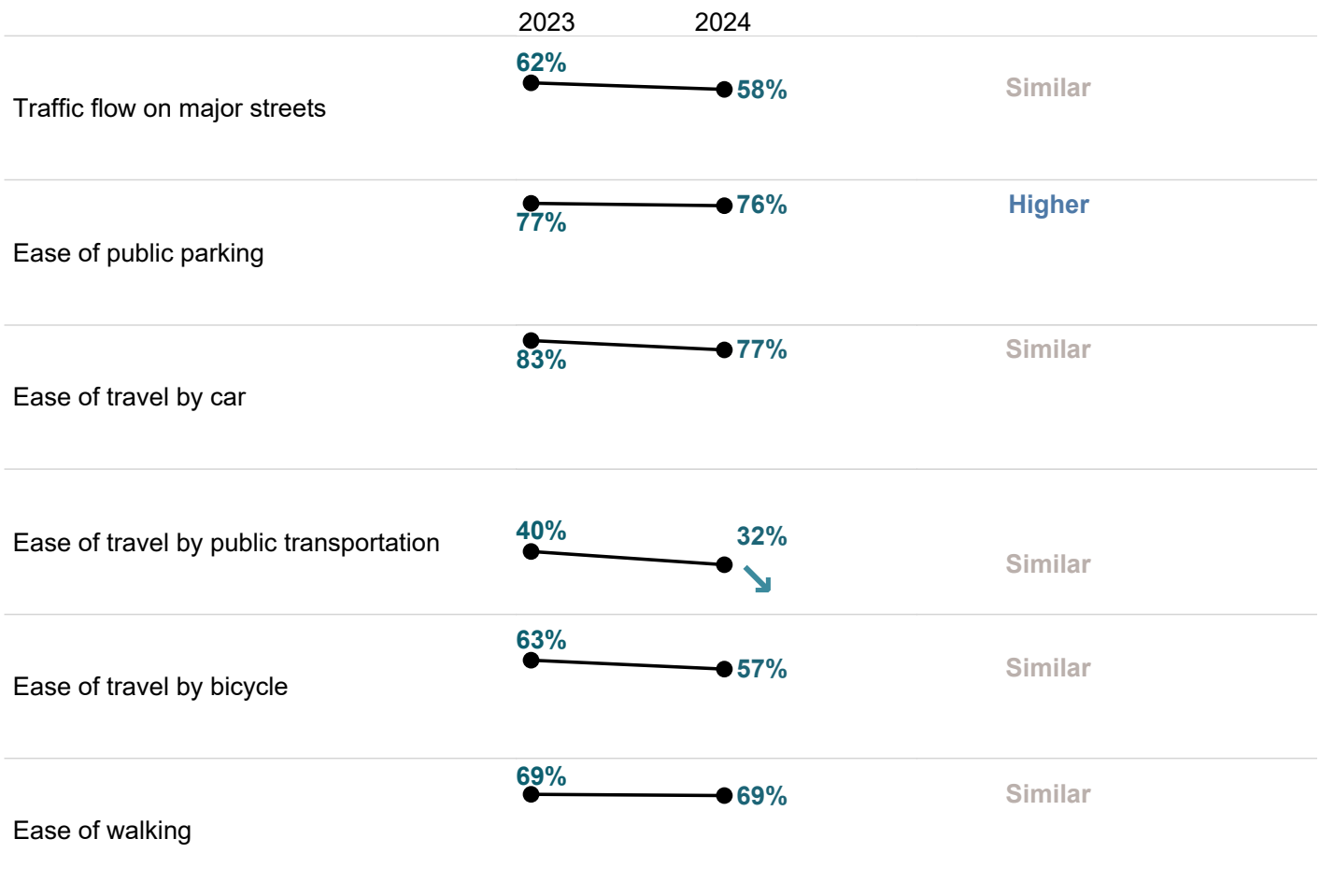
Overall quality of the transportation system in Rocklin, 2024



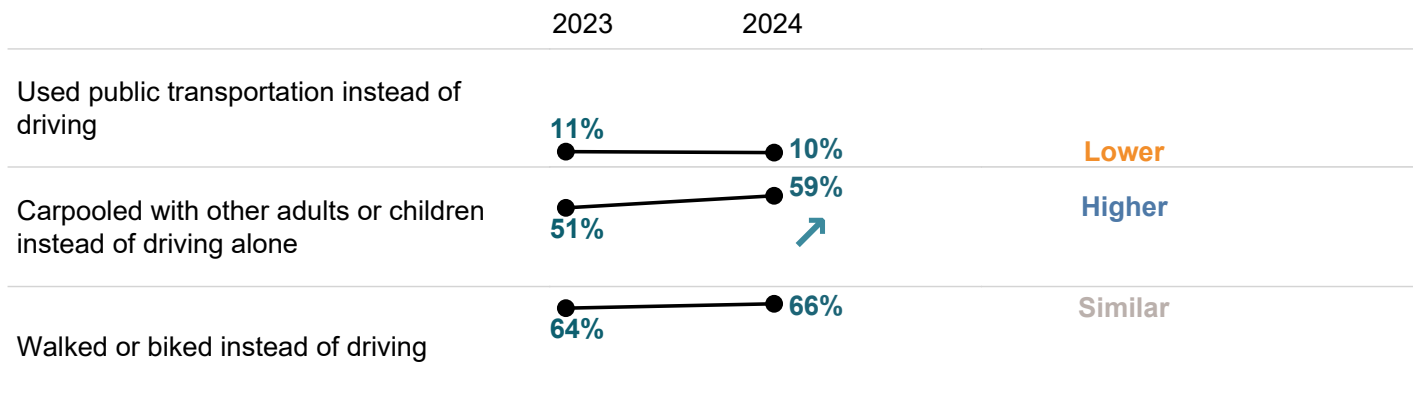
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



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



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



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

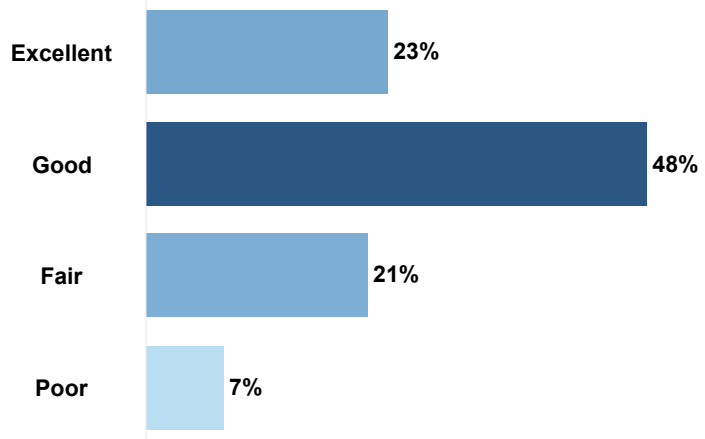


11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

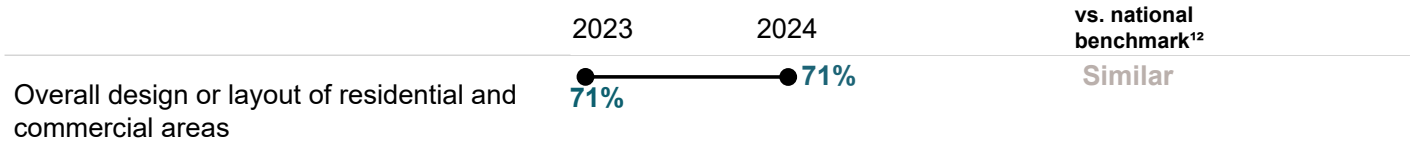
Community Design

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.

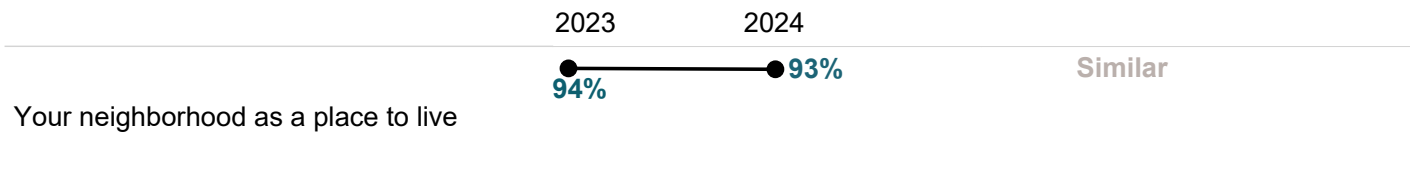
Overall design or layout of Rocklin's residential and commercial areas, 2024



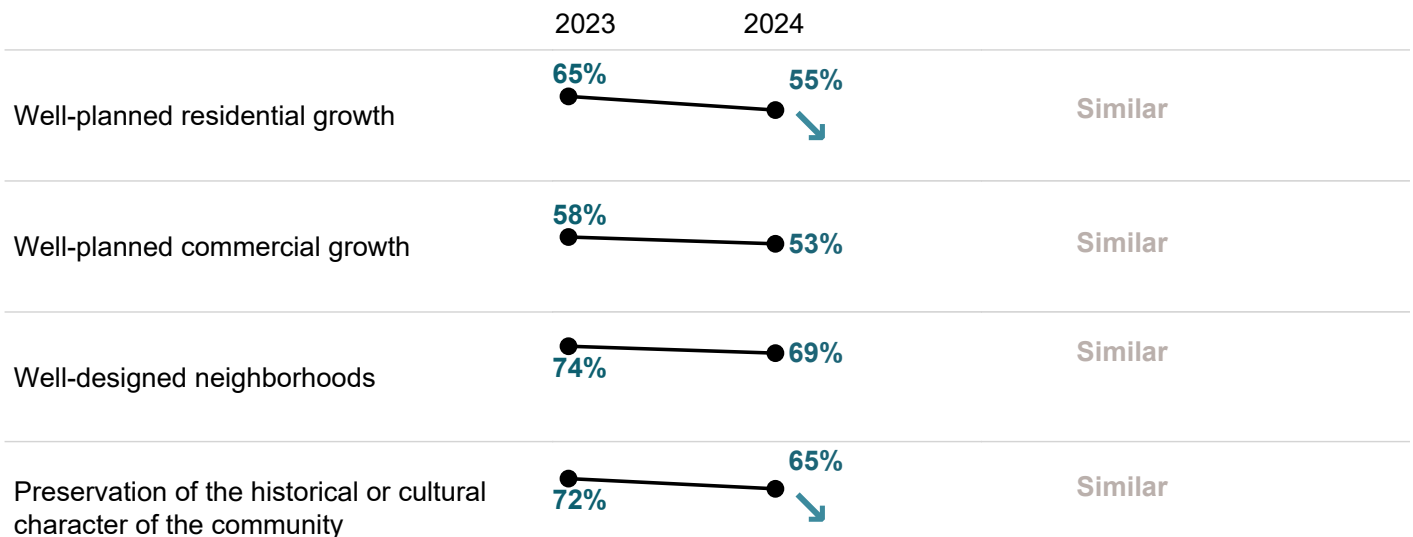
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)

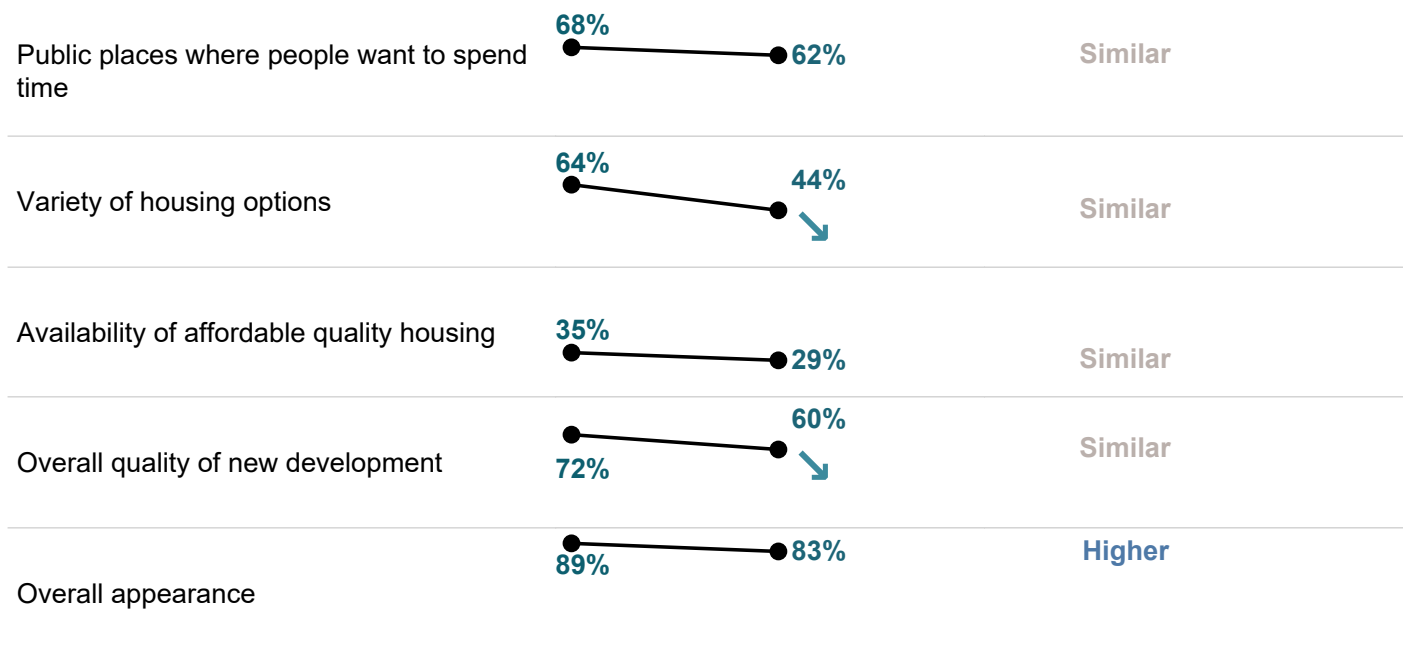


Please rate each of the following aspects of quality of life in Rocklin.
(% excellent or good)

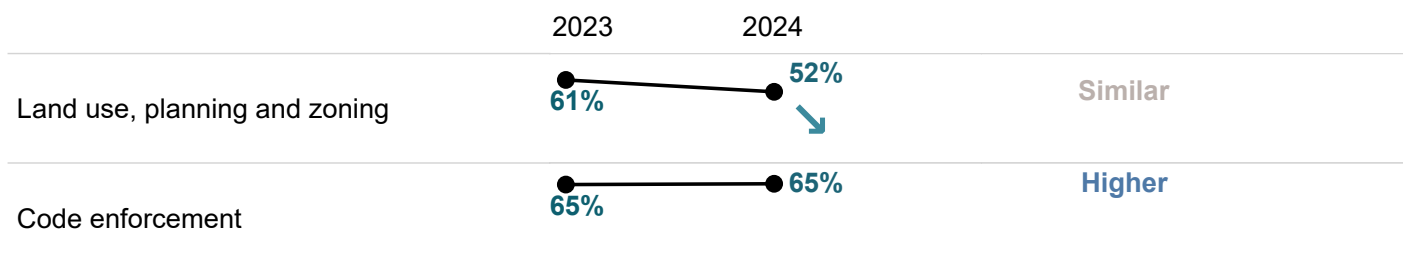


Please also rate each of the following in the Rocklin community.
(% excellent or good)





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

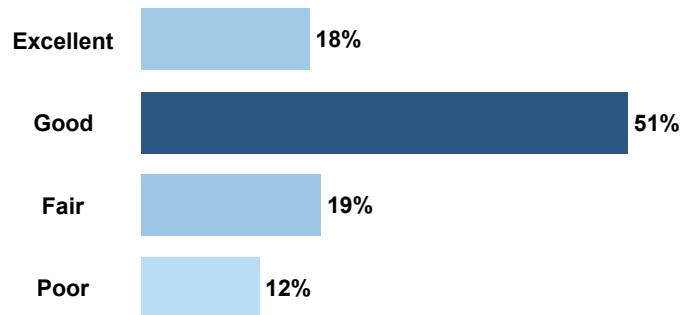


12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

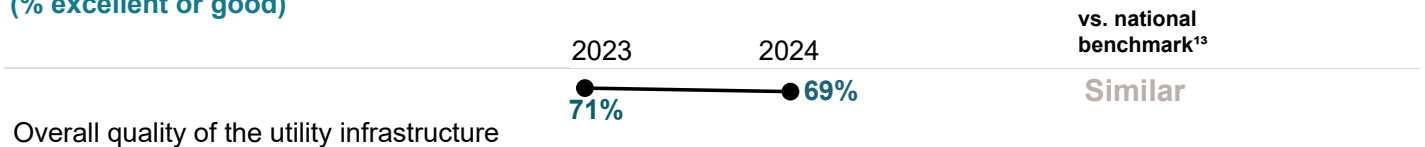
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Rocklin, 2024



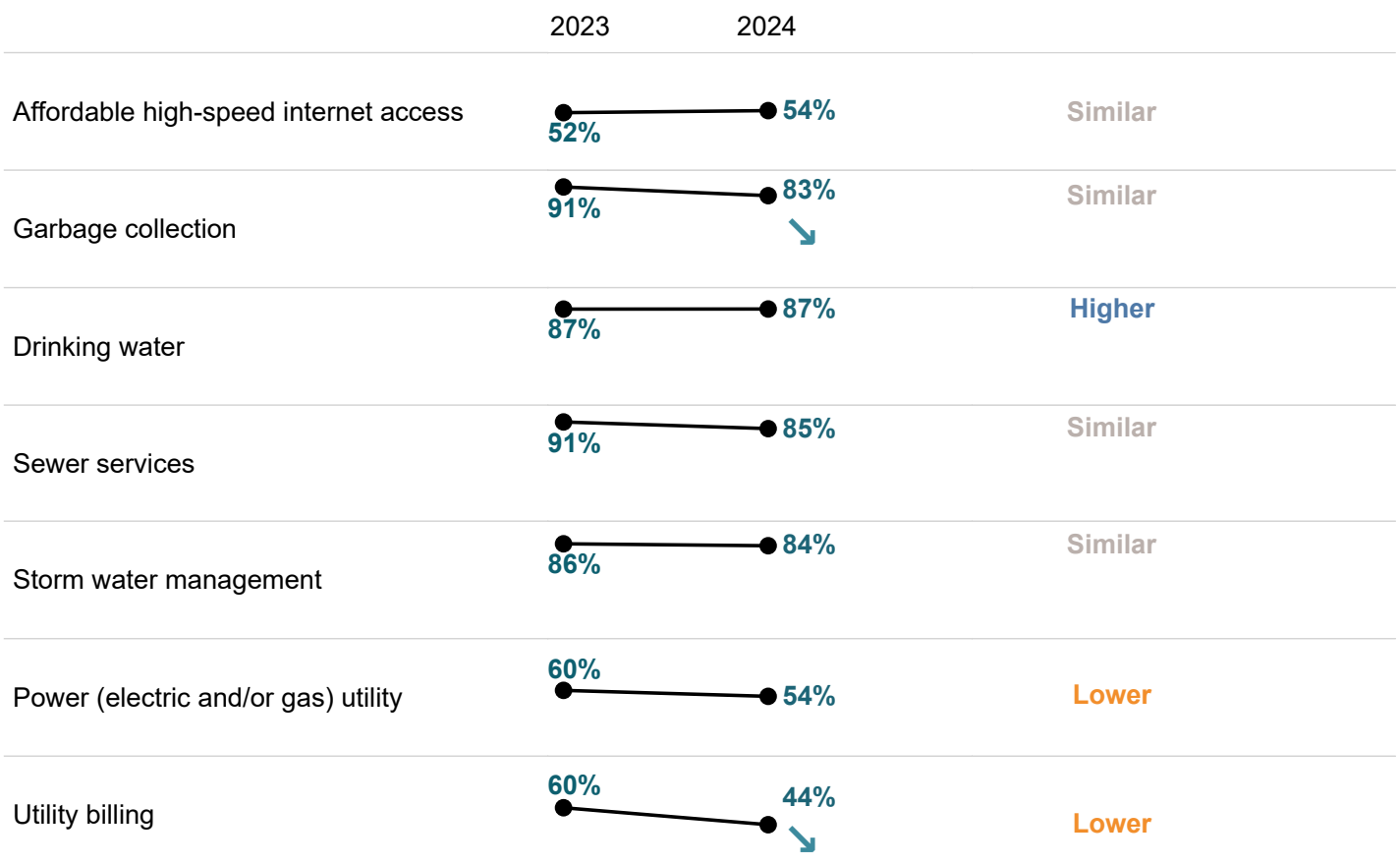
Please rate each of the following characteristics as they relate to Rocklin as a whole.

(% excellent or good)



Please rate the quality of each of the following services in Rocklin.

(% excellent or good)

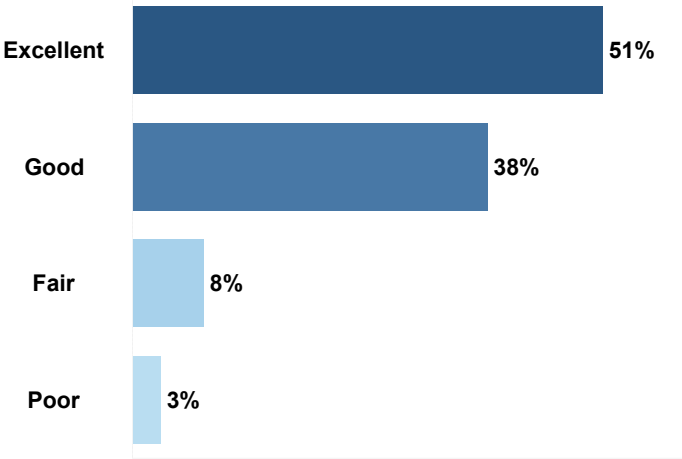


13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

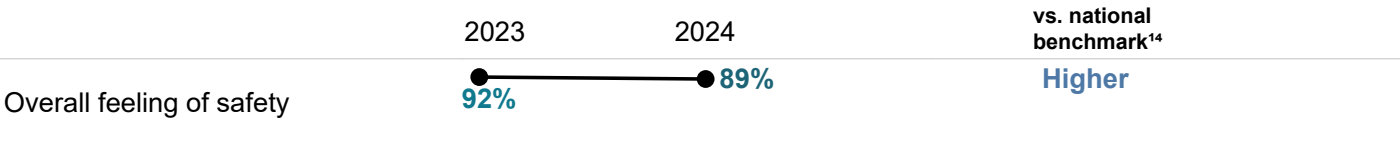
Safety

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.

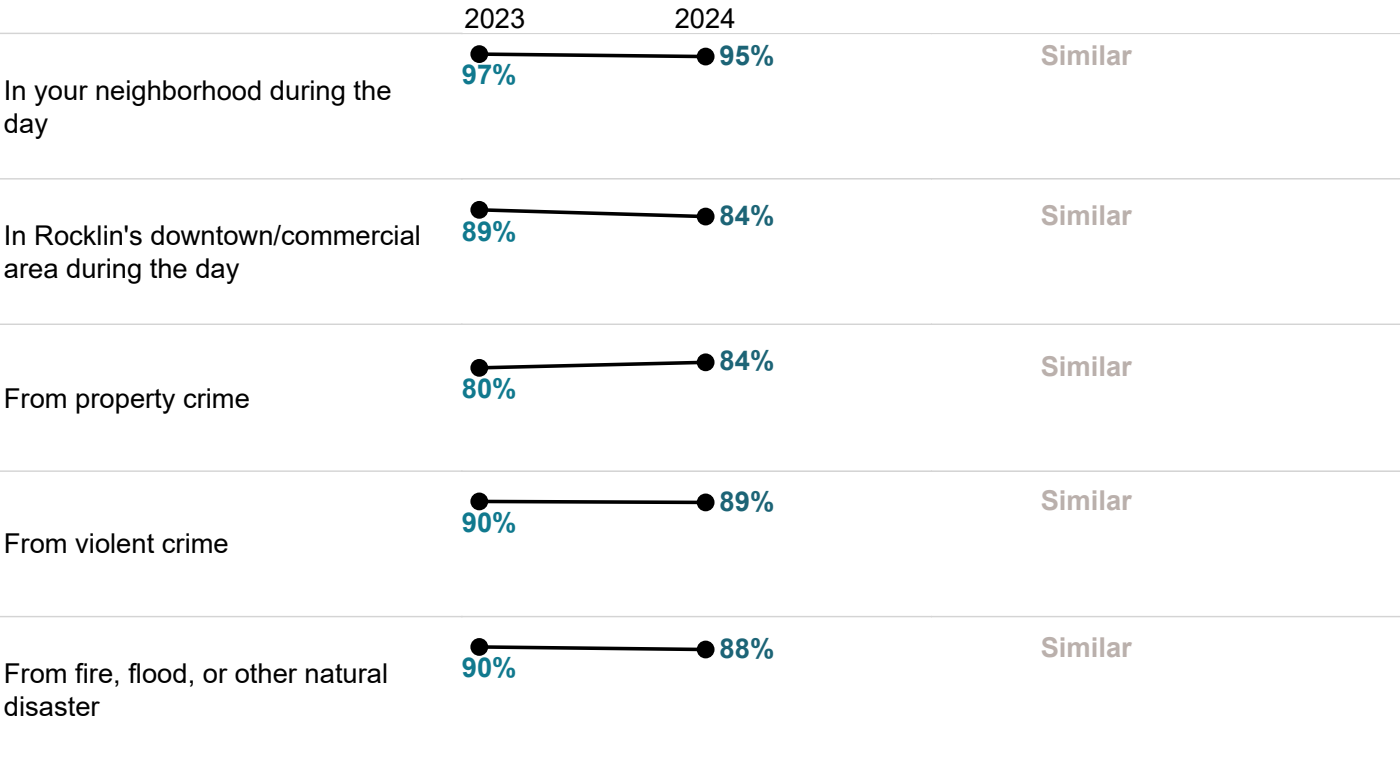
Overall feeling of safety in Rocklin, 2024



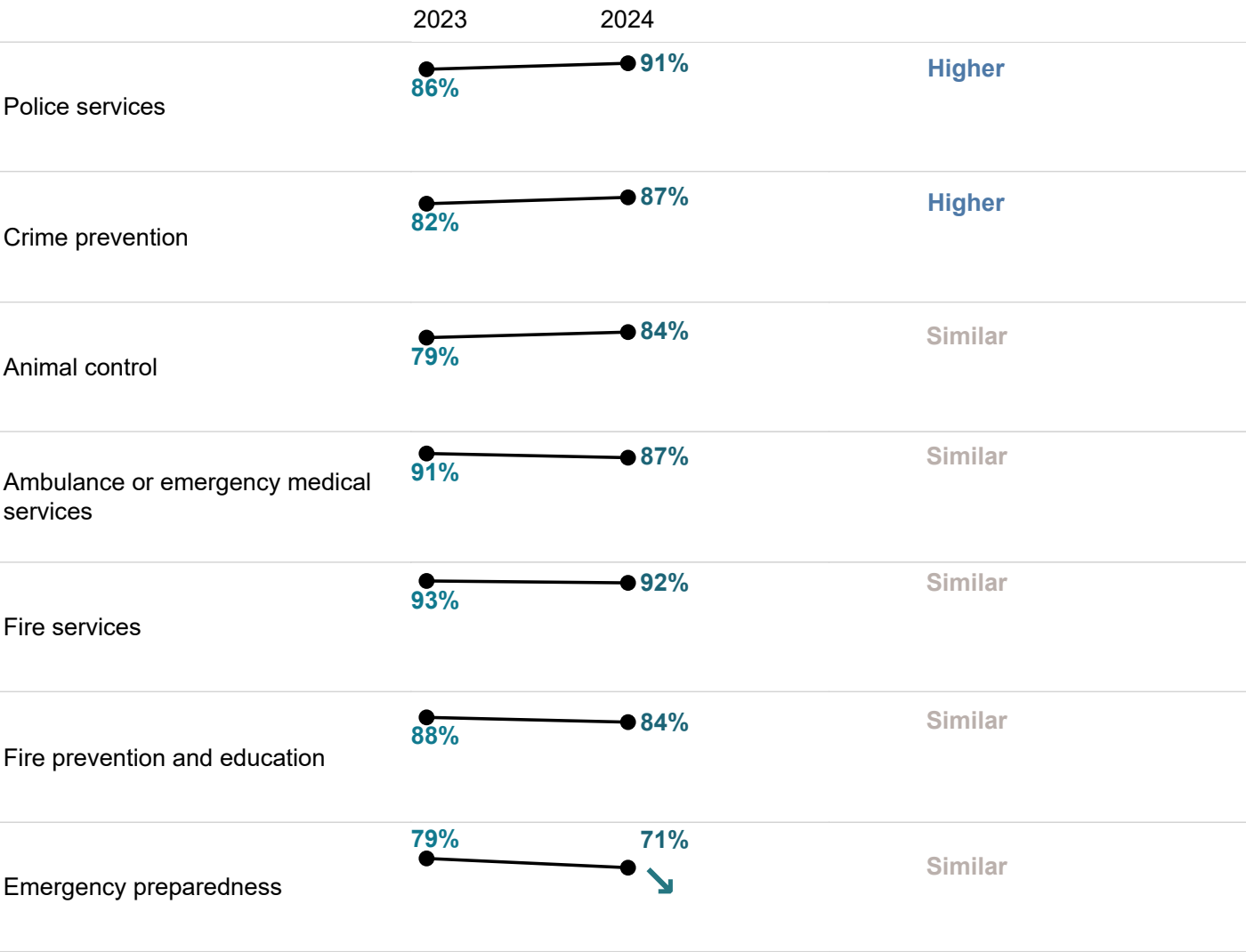
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



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

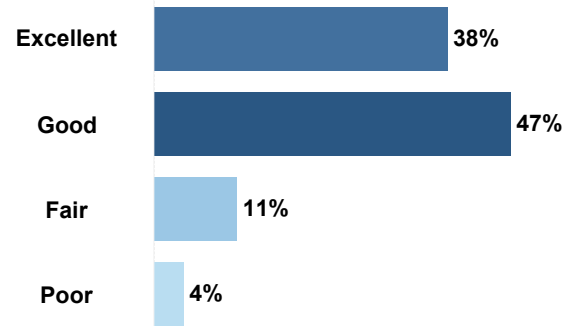


14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

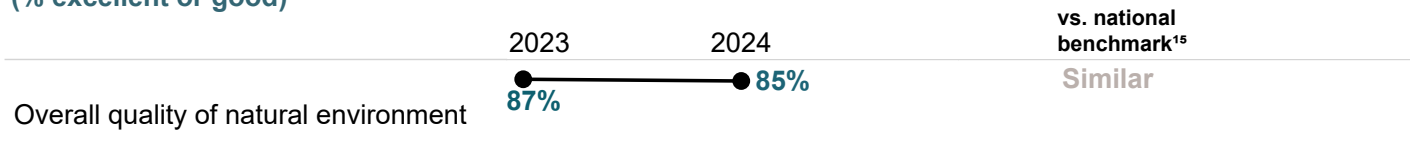
Natural Environment

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.

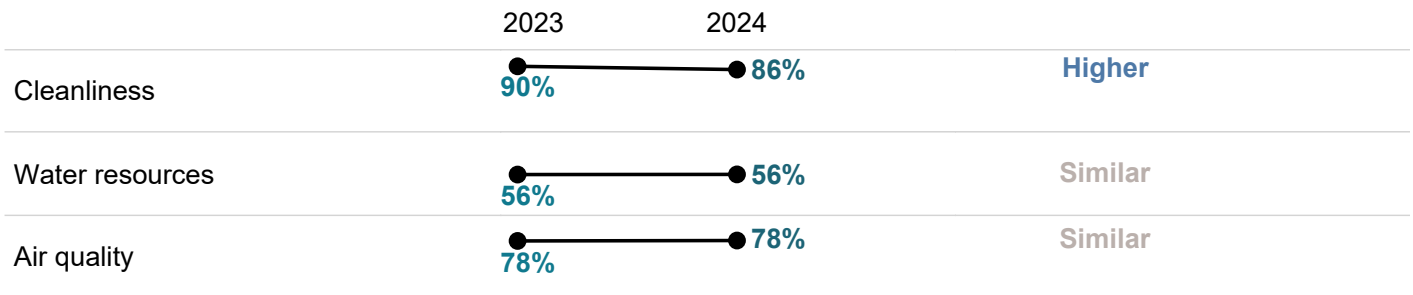
Overall quality of natural environment in Rocklin, 2024



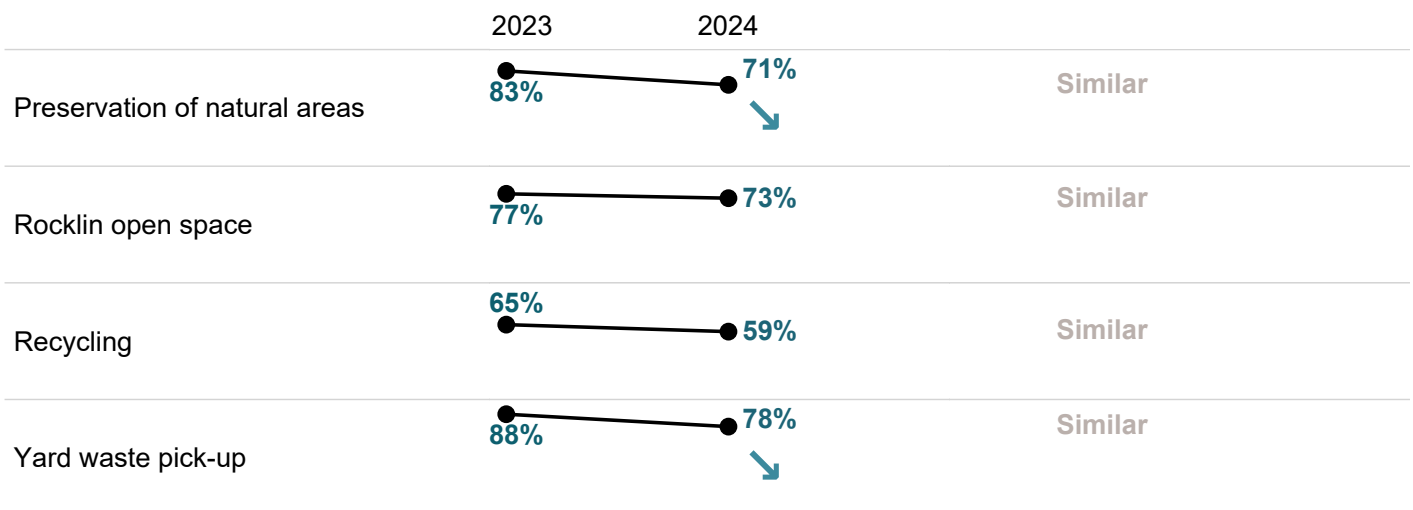
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



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



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



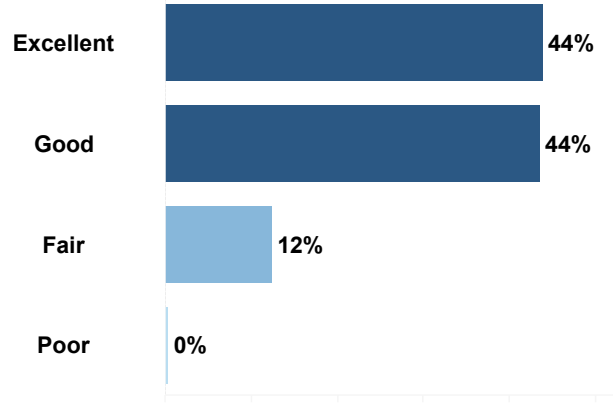
¹⁵. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and Recreation

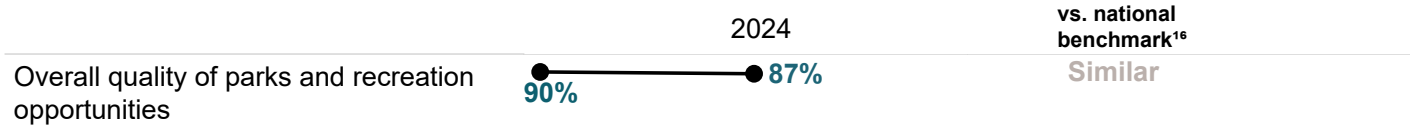
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation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

- National Recreation and Park Association

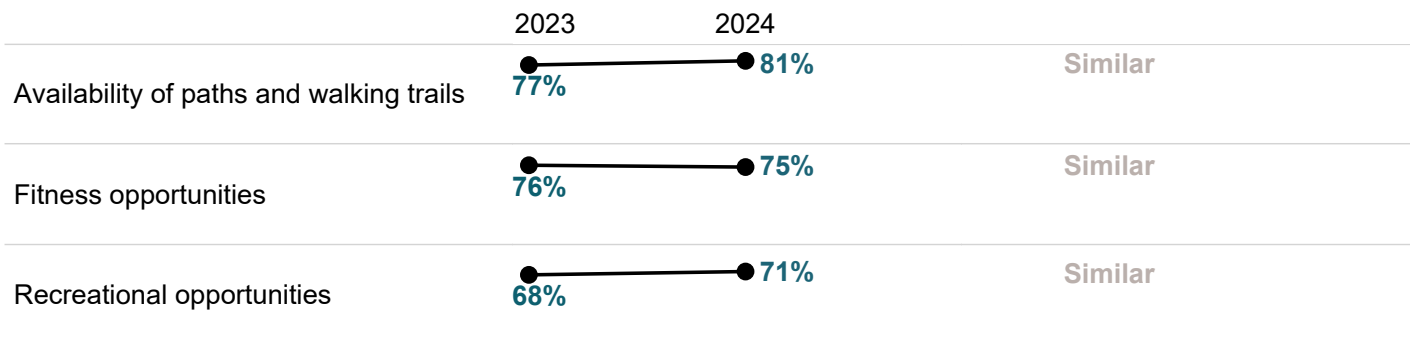
Overall quality of parks and recreation opportunities, 2024



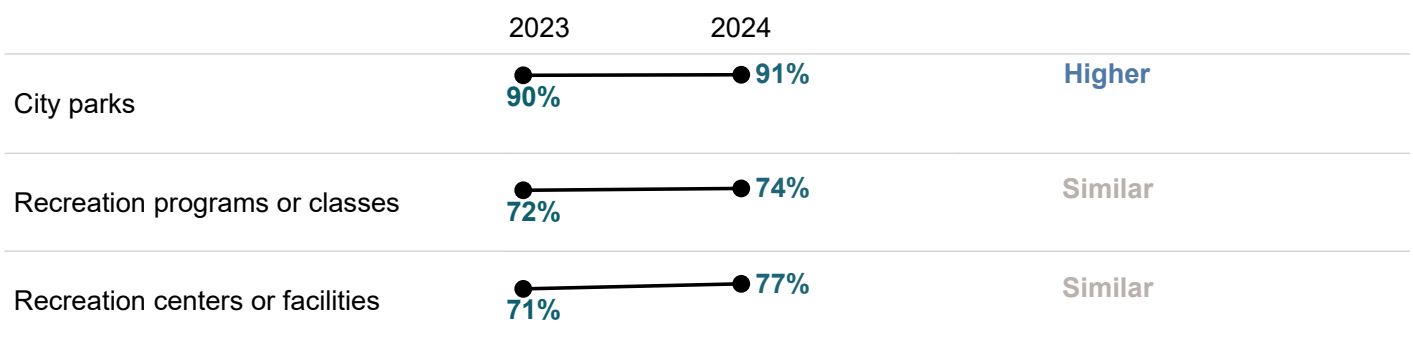
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



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



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

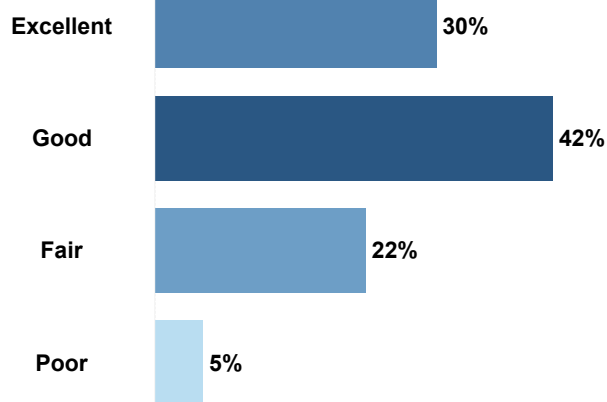


16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

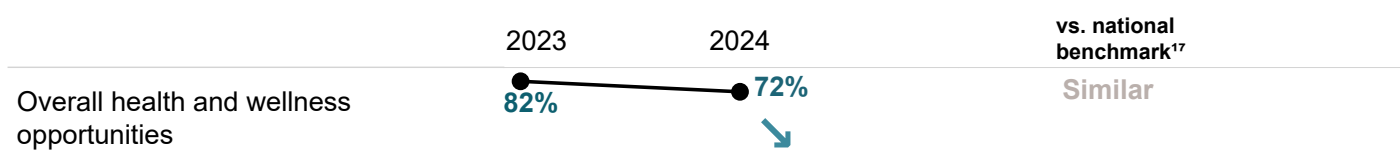
Health and Wellness

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.

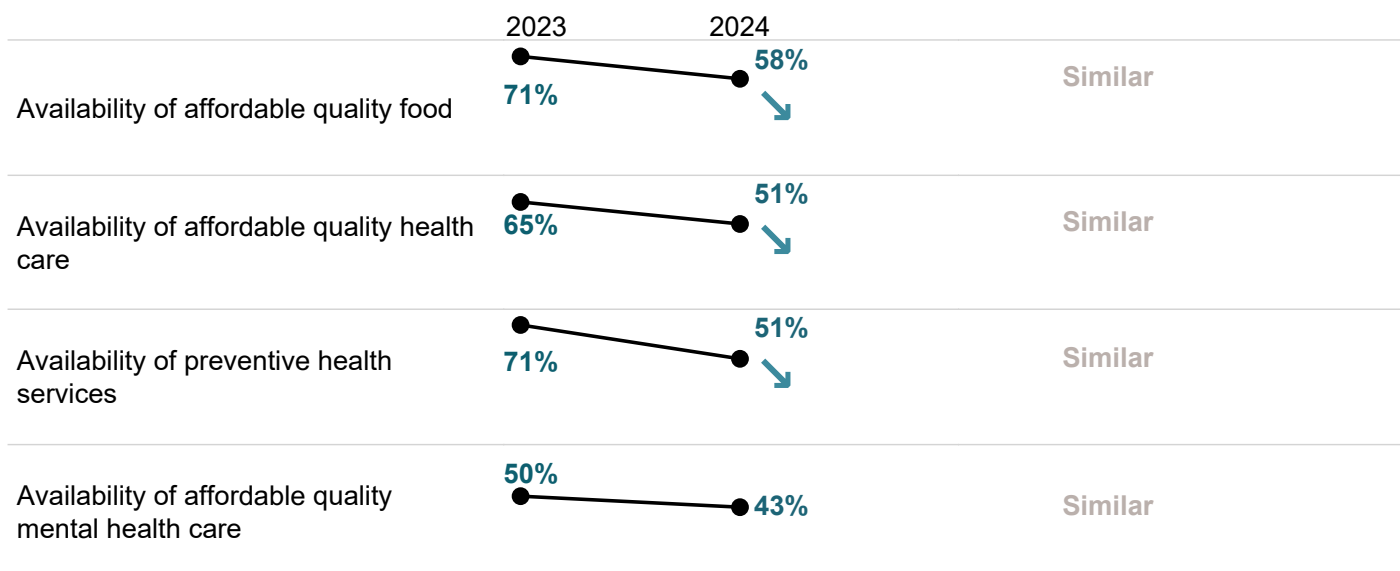
Overall health and wellness opportunities in Rocklin, 2024



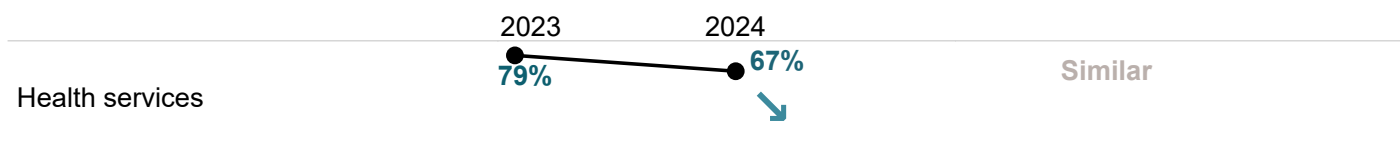
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



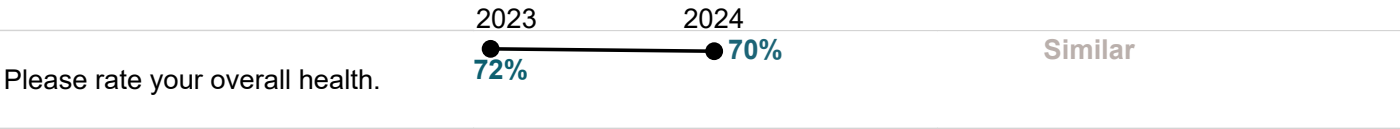
Please also rate each of the following in the Rocklin community.
(% excellent or good)



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



Please rate your overall health.
(% excellent or very good)

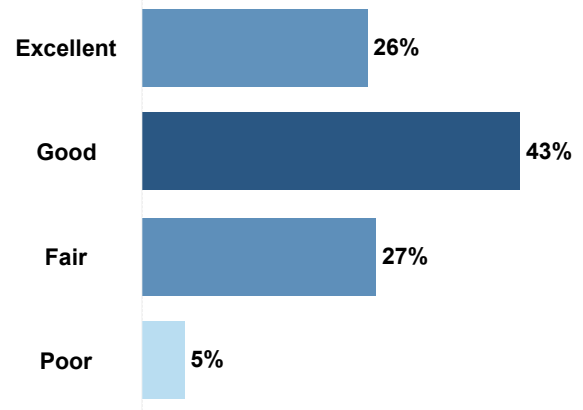


17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

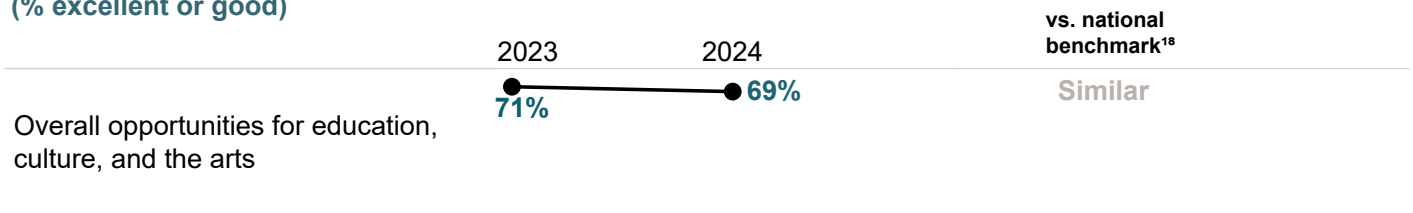
Education, Arts, and Culture

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.

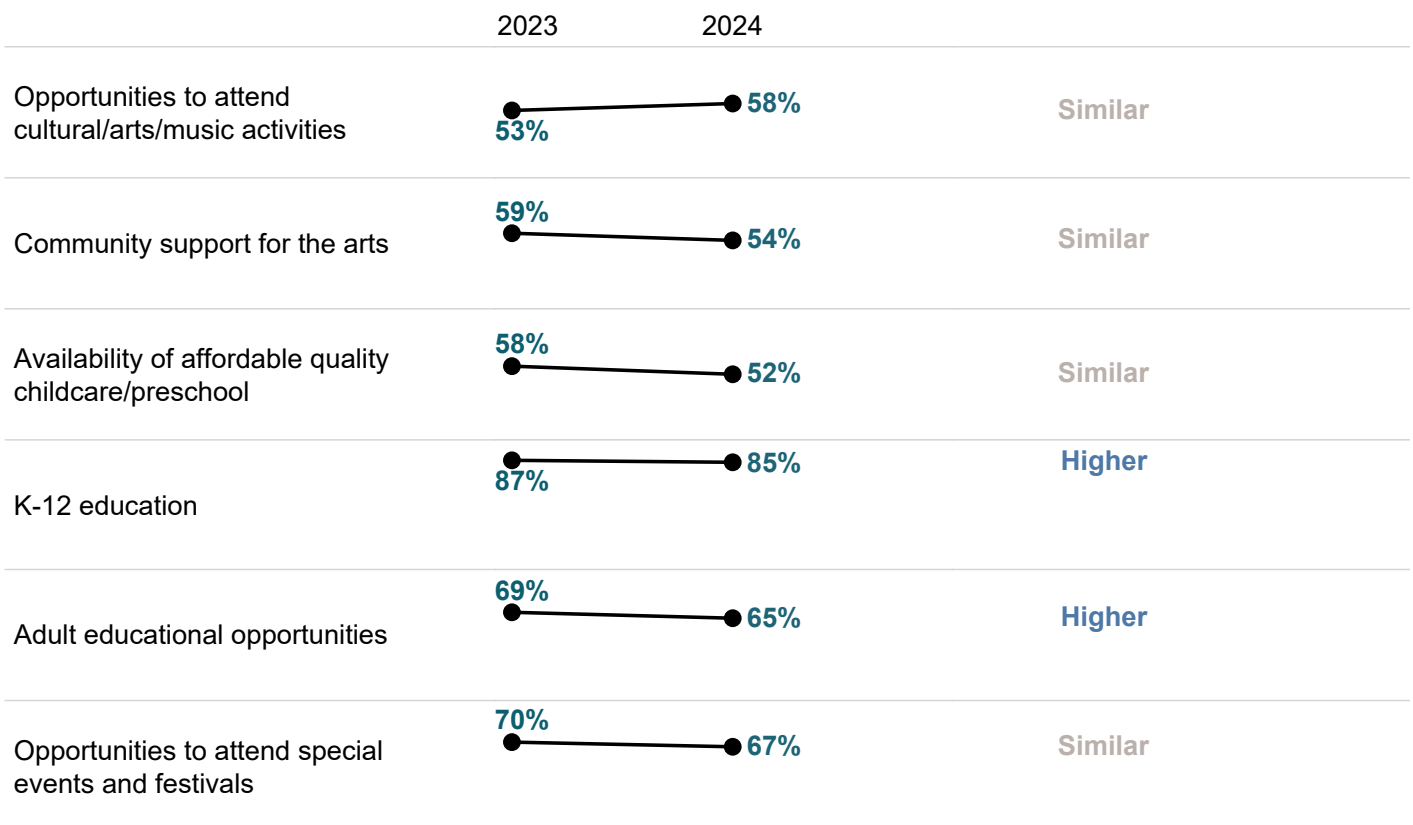
Overall opportunities for education, culture and the arts, 2024



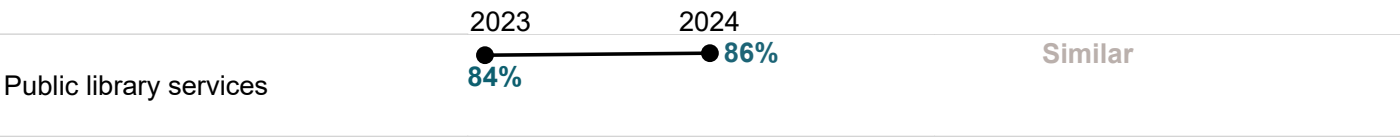
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



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



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



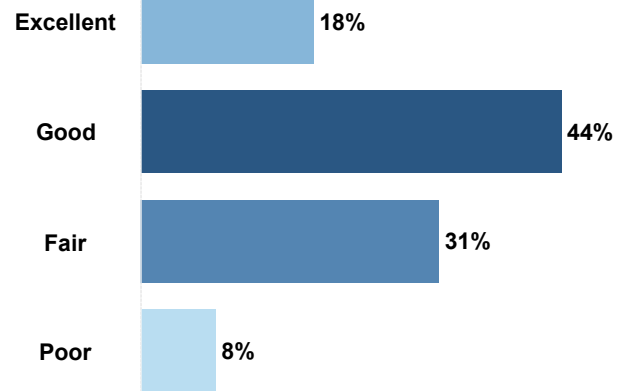
18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



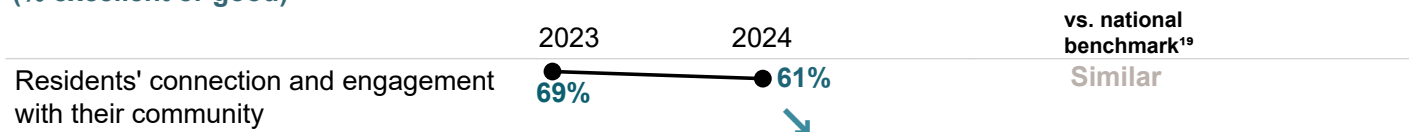
Inclusivity and Engagement

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.

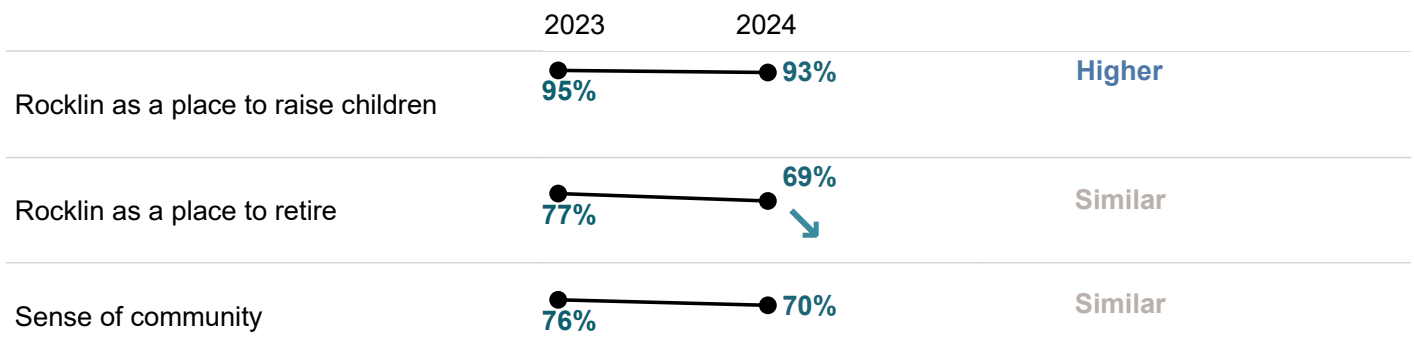
Residents' connection and engagement with their community, 2024



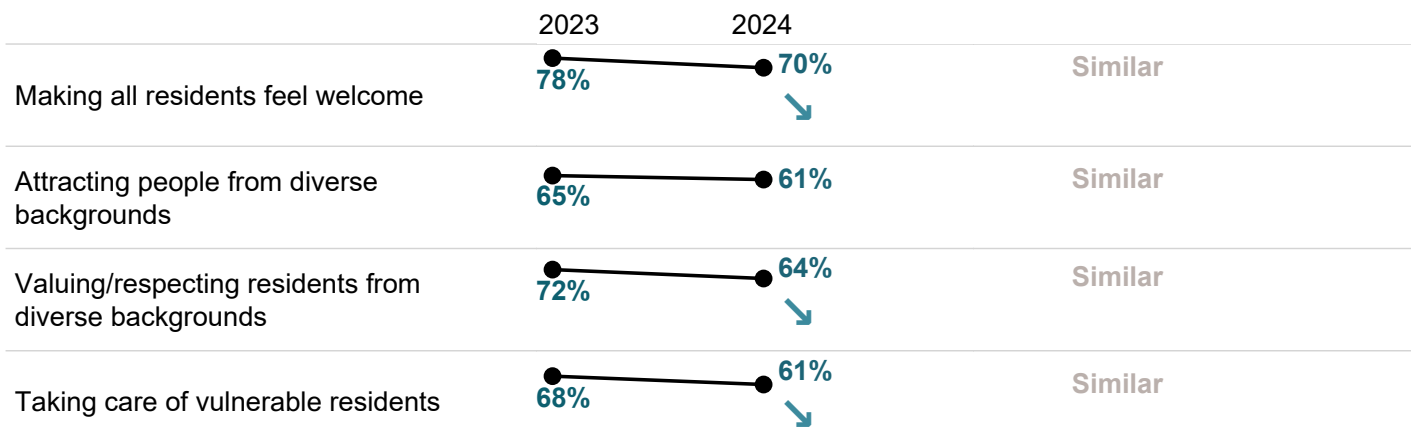
Please rate each of the following characteristics as they relate to Rocklin as a whole.
(% excellent or good)



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





















































Please rate the job you feel the Rocklin community does at each of the following.
(% excellent or good)



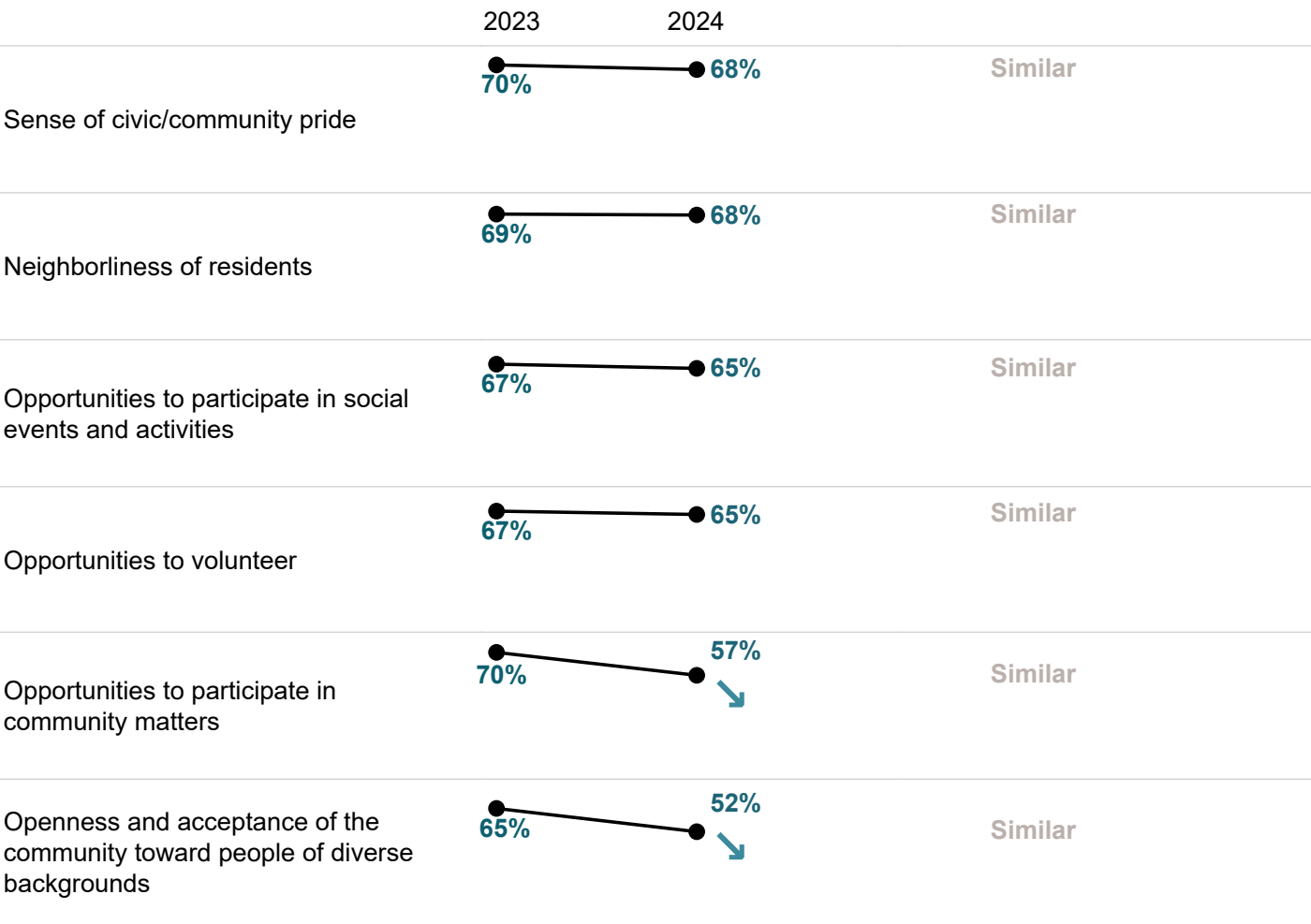
Custom questions

Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded.

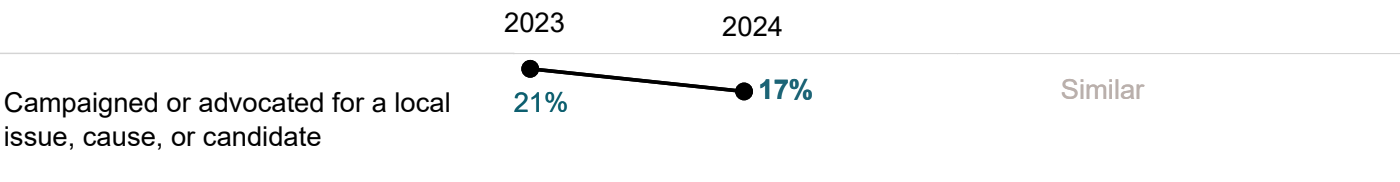
Please select the statement that best describes your opinion:	I am satisfied with the current level of City services			56%
		I feel that I pay too much for the City services I receive		19%
		Other/My opinion differs from the ones listed here		8%
		I am willing to pay increased taxes to get more City services		6%
		I don't have an opinion/No preference		6%
		I am willing to accept City service reductions if it means no increased taxes		5%
Please rate how much, if at all, you agree with the following statements:	I trust the City of Rocklin to spend my tax dollars responsibly	Strongly agree		24%
		Somewhat agree		59%
		Somewhat disagree		11%
		Strongly disagree		5%
	There is room to make spending cuts without jeopardizing important services in the City of Rocklin	Strongly agree		27%
		Somewhat agree		49%
		Somewhat disagree		19%
		Strongly disagree		5%
Please rate the level of impact you would feel if services were reduced in these areas:	Police (patrol, traffic, crime prevention, etc.)	Significant impact		74%
		Moderate impact		17%
		Low impact		6%
		No impact		3%
	Fire/EMS (fire suppression, fire prevention, medical response, etc.)	Significant impact		73%
		Moderate impact		17%
		Low impact		6%
		No impact		4%

Parks (e.g. park maintenance/ landscaped areas, sports facilities, play structures, etc.)	Significant impact		42%
	Moderate impact		43%
	Low impact		12%
	No impact		3%
Open space/trails (native plant preservation, wildlife and scenic vistas, etc.)	Significant impact		34%
	Moderate impact		41%
	Low impact		20%
	No impact		5%
Recreation (high quality/reasonably priced recreation/leisure activities, recreation classes and events, conce..	Significant impact		20%
	Moderate impact		40%
	Low impact		26%
	No impact		13%
Economic Prosperity (business climate development, small business support, business outreach etc.)	Significant impact		38%
	Moderate impact		37%
	Low impact		19%
	No impact		6%
Administration and Support Services (effective and efficient governance, public services hours and staffing, customer ..	Significant impact		25%
	Moderate impact		39%
	Low impact		23%
	No impact		12%
Transportation and Roads (road paving, sidewalk enhancements, pothole repair, signals and intersections, etc.)	Significant impact		57%
	Moderate impact		31%
	Low impact		8%
	No impact		4%
Infrastructure (bridge and storm drain maintenance and repair, etc.)	Significant impact		50%
	Moderate impact		38%
	Low impact		8%
	No impact		4%

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



Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)





























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




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.



























Community Design	Please rate each of the following aspects of quality of life in Rocklin.	Your neighborhood as a place to live	Excellent	<div></div>	52% N=173
			Good	<div></div>	41% N=137
			Fair	<div></div>	4% N=15
			Poor	<div></div>	3% N=9
	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall design or layout of residential and commercial areas	Excellent	<div></div>	23% N=76
			Good	<div></div>	48% N=158
			Fair	<div></div>	21% N=70
			Poor	<div></div>	7% N=25
	Please also rate each of the following in the Rocklin community.	Well-planned residential growth	Excellent	<div></div>	18% N=49
			Good	<div></div>	37% N=102
			Fair	<div></div>	30% N=83
			Poor	<div></div>	15% N=43
		Well-planned commercial growth	Excellent	<div></div>	12% N=31
			Good	<div></div>	41% N=110
			Fair	<div></div>	31% N=82
			Poor	<div></div>	17% N=45
Well-designed neighborhoods		Excellent	<div></div>	20% N=64	
		Good	<div></div>	49% N=155	
		Fair	<div></div>	23% N=73	
		Poor	<div></div>	8% N=26	
Preservation of the historical or cultural character of the community	Excellent	<div></div>	19% N=53		
	Good	<div></div>	45% N=124		
	Fair	<div></div>	25% N=68		

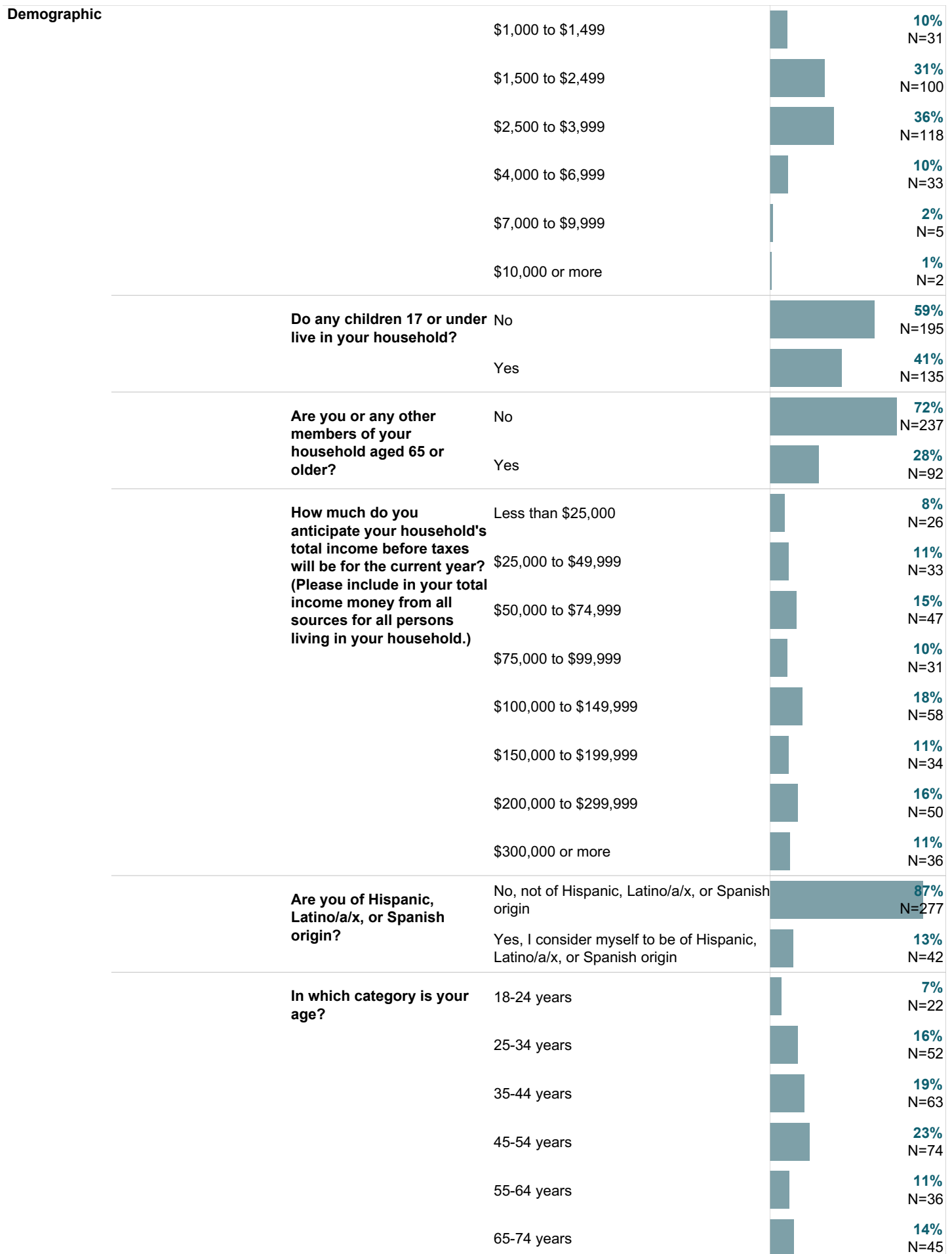
Community Design	Please also rate each of the following in the Rocklin community.		Poor		10% N=29
		Public places where people want to spend time	Excellent		20% N=62
			Good		43% N=133
			Fair		30% N=94
			Poor		8% N=24
	Variety of housing options	Excellent		10% N=28	
		Good		34% N=100	
		Fair		38% N=111	
		Poor		18% N=53	
	Availability of affordable quality housing	Excellent		7% N=19	
		Good		22% N=62	
		Fair		32% N=91	
		Poor		39% N=110	
	Overall quality of new development	Excellent		15% N=44	
		Good		46% N=138	
		Fair		27% N=82	
		Poor		13% N=38	
	Overall appearance	Excellent		40% N=132	
		Good		43% N=140	
		Fair		15% N=49	
		Poor		3% N=8	
	Please rate the quality of each of the following services in Rocklin.	Land use, planning and zoning	Excellent		11% N=28
			Good		41% N=101
			Fair		30% N=73
			Poor		18% N=44
		Code enforcement	Excellent		19% N=48



























Community Design	Please rate the quality of each of the following services in Rocklin.		Good	<div></div>	46% N=113
			Fair	<div></div>	20% N=50
			Poor	<div></div>	15% N=37
	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.	Overall design or layout of residential and commercial areas	Essential	<div></div>	32% N=102
			Very important	<div></div>	45% N=147
			Somewhat important	<div></div>	20% N=64
			Not at all important	<div></div>	3% N=11
	Custom	Please select the statement that best describes your opinion:	I am satisfied with the current level of City services	<div></div>	56% N=184
			I am willing to pay increased taxes to get more City services	<div></div>	6% N=21
			I feel that I pay too much for the City services I receive	<div></div>	19% N=61
I am willing to accept City service reductions if it means no increased taxes			<div></div>	5% N=16	
Other/My opinion differs from the ones listed here			<div></div>	8% N=25	
I don't have an opinion/No preference			<div></div>	6% N=19	
Please rate how much, if at all, you agree with the following statements:		I trust the City of Rocklin to spend my tax dollars responsibly	Strongly agree	<div></div>	24% N=80
			Somewhat agree	<div></div>	59% N=192
			Somewhat disagree	<div></div>	11% N=37
			Strongly disagree	<div></div>	5% N=18
		There is room to make spending cuts without jeopardizing important services in the City of Rocklin	Strongly agree	<div></div>	27% N=87
			Somewhat agree	<div></div>	49% N=156
			Somewhat disagree	<div></div>	19% N=61
			Strongly disagree	<div></div>	5% N=16
Please rate the level of impact you would feel if services were reduced in these areas:		Police (patrol, traffic, crime prevention, etc.)	Significant impact	<div></div>	74% N=242
			Moderate impact	<div></div>	17% N=54
			Low impact	<div></div>	6% N=19
			No impact	<div></div>	3% N=9
		Fire/EMS (fire suppression, fire prevention, medical response, etc.)		Significant impact	<div></div>



























Custom	Please rate the level of impact you would feel if services were reduced in these areas:	Moderate impact		17% N=54
		Low impact		6% N=21
		No impact		4% N=13
		Parks (e.g. park maintenance/landscaped areas, sports facilities, play structures, etc.)	Significant impact	42% N=136
			Moderate impact	43% N=140
			Low impact	12% N=38
			No impact	3% N=11
		Open space/trails (native plant preservation, wildlife and scenic vistas, etc.)	Significant impact	34% N=109
			Moderate impact	41% N=132
			Low impact	20% N=65
			No impact	5% N=17
		Recreation (high quality/reasonably priced recreation/leisure activities, recreation classes and events, concerts and community events, etc.)	Significant impact	20% N=65
			Moderate impact	40% N=128
			Low impact	26% N=82
			No impact	13% N=42
		Economic Prosperity (business climate development, small business support, business outreach etc.)	Significant impact	38% N=119
			Moderate impact	37% N=114
			Low impact	19% N=60
			No impact	6% N=19
		Administration and Support Services (effective and efficient governance, public services hours and staffing, customer service, etc.)	Significant impact	25% N=79
			Moderate impact	39% N=123
			Low impact	23% N=72
			No impact	12% N=38
		Transportation and Roads (road paving, sidewalk enhancements, pothole repair, signals and intersections, etc.)	Significant impact	57% N=184
			Moderate impact	31% N=102
			Low impact	8% N=25



























Custom	Please rate the level of impact you would feel if services were reduced in these areas:	Infrastructure (bridge and storm drain maintenance and repair, etc.)	No impact	 4% N=14
			Significant impact	 50% N=160
			Moderate impact	 38% N=122
			Low impact	 8% N=26
			No impact	 4% N=12
Demographic	Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	No	 18% N=60
			Yes	 82% N=270
	In general, how many times do you:	Access the internet from your home	Several times a day	 82% N=269
			Once a day	 7% N=25
			A few times a week	 6% N=20
			Every few weeks	 0% N=1
			Less often or never	 5% N=15
		Access the internet from your cell phone	Several times a day	 88% N=290
			Once a day	 4% N=12
			A few times a week	 1% N=4
			Every few weeks	 2% N=7
			Less often or never	 5% N=15
		Visit social media sites	Several times a day	 60% N=197
			Once a day	 12% N=39
			A few times a week	 7% N=22
			Every few weeks	 4% N=14
			Less often or never	 17% N=57
		Use or check email	Several times a day	 79% N=257
			Once a day	 12% N=39
			A few times a week	 5% N=16
			Every few weeks	 1% N=5



























Demographic	In general, how many times do you:	Less often or never		2% N=8
Share your opinions online		Several times a day		16% N=52
		Once a day		3% N=9
		A few times a week		10% N=32
		Every few weeks		13% N=44
		Less often or never		58% N=188
Shop online		Several times a day		17% N=54
		Once a day		14% N=47
		A few times a week		35% N=114
		Every few weeks		25% N=83
		Less often or never		9% N=28
How many years have you lived in Rocklin?		Less than 2 years		12% N=41
		2-5 years		18% N=61
		6-10 years		21% N=71
		11-20 years		18% N=60
		More than 20 years		30% N=99
Which best describes the building you live in?		Single-family detached home		73% N=239
		Townhouse or duplex (may share walls but no units above or below you)		7% N=24
		Condominium or apartment (have units above or below you)		18% N=58
		Mobile home		2% N=5
		Other		1% N=3
Do you rent or own your home?		Rent		32% N=104
		Own		68% N=225
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?		Less than \$300		4% N=11
		\$300 to \$599		5% N=15
		\$600 to \$999		3% N=9



















































Demographic	In which category is your age?		75 years or older		10% N=33
	What is your gender?		Woman		54% N=171
			Man		45% N=143
			Identify in another way		2% N=5
Economy	Please rate each of the following aspects of quality of life in Rocklin.	Rocklin as a place to work	Excellent		30% N=66
			Good		46% N=101
			Fair		17% N=37
			Poor		7% N=14
		Rocklin as a place to visit	Excellent		23% N=75
			Good		40% N=129
			Fair		27% N=87
			Poor		10% N=31
	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall economic health	Excellent		28% N=82
			Good		54% N=158
			Fair		14% N=41
			Poor		5% N=14
	Please rate each of the following in the Rocklin community.	Overall quality of business and service establishments	Excellent		31% N=103
			Good		49% N=162
			Fair		14% N=45
			Poor		6% N=21
		Variety of business and service establishments	Excellent		23% N=76
			Good		48% N=158
			Fair		22% N=70
			Poor		7% N=22
		Vibrancy of downtown/commercial area	Excellent		14% N=43
			Good		26% N=80


























Economy	Please rate each of the following in the Rocklin community.	Fair		37% N=115
		Poor		23% N=70
	Employment opportunities	Excellent		11% N=24
		Good		38% N=82
		Fair		34% N=75
		Poor		17% N=38
	Shopping opportunities	Excellent		30% N=101
		Good		42% N=139
		Fair		25% N=82
		Poor		3% N=10
	Cost of living	Excellent		4% N=12
		Good		24% N=79
		Fair		41% N=134
		Poor		31% N=100
	Please rate the quality of each of the following services in Rocklin.	Economic development Excellent		15% N=39
		Good		52% N=136
		Fair		25% N=66
		Poor		8% N=21
	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.	Overall economic health Essential		42% N=137
		Very important		46% N=149
		Somewhat important		11% N=36
		Not at all important		2% N=5
	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		12% N=38
		Somewhat positive		21% N=67
		Neutral		43% N=142
		Somewhat negative		20% N=64



























Economy		Very negative		5% N=16
Education, Arts, and Culture	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall opportunities for education, culture, and the arts	Excellent	 26% N=79
			Good	 43% N=132
			Fair	 27% N=82
			Poor	 5% N=15
	Please also rate each of the following in the Rocklin community.	Opportunities to attend cultural/arts/music activities	Excellent	 16% N=45
			Good	 43% N=122
			Fair	 31% N=89
			Poor	 10% N=30
		Community support for the arts	Excellent	 23% N=58
			Good	 31% N=76
			Fair	 34% N=85
			Poor	 12% N=30
		Availability of affordable quality childcare/preschool	Excellent	 18% N=33
			Good	 33% N=60
			Fair	 27% N=49
			Poor	 21% N=38
		K-12 education	Excellent	 44% N=112
			Good	 41% N=107
			Fair	 12% N=30
			Poor	 3% N=9
		Adult educational opportunities	Excellent	 29% N=60
			Good	 36% N=76
			Fair	 24% N=51
			Poor	 11% N=23
		Opportunities to attend special events and festivals	Excellent	 23% N=70

Education, Arts, and Culture	Please also rate each of the following in the Rocklin community.		Good		44% N=135
			Fair		27% N=82
			Poor		7% N=21
	Please rate the quality of each of the following services in Rocklin.	Public library services	Excellent		42% N=123
			Good		44% N=127
			Fair		13% N=38
			Poor		1% N=2
	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.	Overall opportunities for education, culture, and the arts	Essential		33% N=107
			Very important		38% N=124
			Somewhat important		24% N=79
			Not at all important		5% N=15
Governance	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	No		68% N=225
			Yes		32% N=106
		Contacted Rocklin elected officials to express your opinion	No		86% N=286
			Yes		14% N=45
		Attended a local public meeting	No		81% N=265
			Yes		19% N=64
		Watched a local public meeting	No		80% N=266
			Yes		20% N=65
	Please rate the quality of each of the following services in Rocklin.	Public information services	Excellent		13% N=35
			Good		54% N=146
			Fair		22% N=59
			Poor		11% N=29
		Overall customer service by Rocklin employees	Excellent		31% N=86
			Good		53% N=146
			Fair		12% N=33



























Governance	Please rate the quality of each of the following services in Rocklin.		Poor		3% N=8
	Please rate the following categories of Rocklin government performance.		The value of services for the taxes paid to Rocklin	Excellent	18% N=52
				Good	44% N=128
				Fair	30% N=87
				Poor	7% N=22
	The overall direction that Rocklin is taking		Excellent		21% N=59
			Good		40% N=114
			Fair		25% N=72
			Poor		14% N=40
	The job Rocklin government does at welcoming resident involvement		Excellent		18% N=44
			Good		38% N=92
			Fair		30% N=74
			Poor		13% N=32
	Overall confidence in Rocklin government		Excellent		17% N=51
			Good		42% N=127
			Fair		28% N=82
			Poor		13% N=39
	Generally acting in the best interest of the community		Excellent		21% N=62
			Good		44% N=132
			Fair		24% N=72
			Poor		11% N=32
	Being honest		Excellent		24% N=57
			Good		37% N=88
			Fair		26% N=62
			Poor		13% N=30
	Being open and transparent to the public		Excellent		22% N=54

Governance	Please rate the following categories of Rocklin government performance.		Good		35% N=85
			Fair		25% N=61
			Poor		17% N=41
		Informing residents about issues facing the community	Excellent		17% N=44
			Good		34% N=90
			Fair		28% N=74
			Poor		22% N=57
		Treating all residents fairly	Excellent		25% N=61
			Good		42% N=104
			Fair		21% N=52
			Poor		12% N=29
		Treating residents with respect	Excellent		27% N=74
			Good		49% N=132
			Fair		17% N=47
			Poor		7% N=20
	Overall, how would you rate the quality of the services provided by each of the following?	The City of Rocklin	Excellent		30% N=95
			Good		46% N=145
			Fair		21% N=65
			Poor		2% N=8
		The Federal Government	Excellent		7% N=19
			Good		30% N=87
			Fair		33% N=97
			Poor		31% N=90
Health and Wellness	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall health and wellness opportunities	Excellent		30% N=93
			Good		42% N=131
			Fair		22% N=69



























Health and Wellness			Poor		5% N=16
	Please also rate each of the following in the Rocklin community.	Availability of affordable quality food	Excellent		16% N=52
Good				41% N=134	
Fair				31% N=99	
Poor				12% N=38	
Availability of affordable quality health care		Excellent		15% N=42	
		Good		37% N=105	
		Fair		29% N=83	
		Poor		19% N=55	
Availability of preventive health services		Excellent		15% N=43	
		Good		36% N=99	
		Fair		35% N=96	
		Poor		14% N=38	
Availability of affordable quality mental health care		Excellent		16% N=29	
		Good		27% N=50	
		Fair		30% N=56	
		Poor		27% N=49	
Please rate the quality of each of the following services in Rocklin.	Health services	Excellent		16% N=38	
		Good		51% N=123	
		Fair		21% N=50	
		Poor		13% N=31	
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.	Overall health and wellness opportunities	Essential		28% N=90	
		Very important		45% N=145	
		Somewhat important		25% N=81	
		Not at all important		2% N=8	
Please rate your overall health.		Excellent		34% N=111	



























Health and Wellness		Very good		36% N=119
		Good		26% N=85
		Fair		4% N=13
		Poor		0% N=1
Inclusivity and Engagement	Please rate each of the following aspects of quality of life in Rocklin.	Rocklin as a place to raise children	Excellent	 59% N=177
			Good	 34% N=102
			Fair	 5% N=15
			Poor	 2% N=5
	Rocklin as a place to retire		Excellent	 32% N=91
			Good	 37% N=103
			Fair	 22% N=62
			Poor	 10% N=27
	Sense of community		Excellent	 29% N=96
			Good	 41% N=135
			Fair	 19% N=64
			Poor	 10% N=34
	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Residents' connection and engagement with their community	Excellent	 18% N=56
			Good	 44% N=135
			Fair	 31% N=96
			Poor	 8% N=24
	Please rate the job you feel the Rocklin community does at each of the following.	Making all residents feel welcome	Excellent	 30% N=92
			Good	 40% N=123
			Fair	 20% N=63
			Poor	 10% N=30
	Attracting people from diverse backgrounds		Excellent	 24% N=68
			Good	 37% N=104


























Inclusivity and Engagement	Please rate the job you feel the Rocklin community does at each of the following.		Fair	<div></div>	23% N=65
			Poor	<div></div>	16% N=44
		Valuing/respecting residents from diverse backgrounds	Excellent	<div></div>	25% N=68
			Good	<div></div>	39% N=107
			Fair	<div></div>	21% N=59
			Poor	<div></div>	14% N=39
		Taking care of vulnerable residents	Excellent	<div></div>	20% N=51
			Good	<div></div>	41% N=105
	Fair		<div></div>	23% N=59	
	Poor		<div></div>	16% N=41	
	Please also rate each of the following in the Rocklin community.	Sense of civic/community pride	Excellent	<div></div>	27% N=83
			Good	<div></div>	40% N=121
			Fair	<div></div>	26% N=77
			Poor	<div></div>	7% N=21
		Neighborliness of residents	Excellent	<div></div>	25% N=80
			Good	<div></div>	43% N=135
			Fair	<div></div>	21% N=65
			Poor	<div></div>	11% N=34
		Opportunities to participate in social events and activities	Excellent	<div></div>	21% N=62
			Good	<div></div>	44% N=129
			Fair	<div></div>	26% N=76
			Poor	<div></div>	9% N=28
		Opportunities to volunteer	Excellent	<div></div>	20% N=47
			Good	<div></div>	45% N=105
			Fair	<div></div>	27% N=64
			Poor	<div></div>	8% N=18



























Inclusivity and Engagement	Please also rate each of the following in the Rocklin community.	Opportunities to participate in community matters	Excellent		17% N=40
			Good		40% N=96
			Fair		35% N=83
			Poor		8% N=20
		Openness and acceptance of the community toward people of diverse backgrounds	Excellent		18% N=45
			Good		34% N=88
			Fair		28% N=72
			Poor		20% N=51
	Please indicate whether or not you have done each of the following in the last 12 months.	Volunteered your time to some group/activity	No		68% N=224
			Yes		32% N=104
		Campaigned or advocated for a local issue, cause, or candidate	No		83% N=274
			Yes		17% N=56
	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.	Residents' connection and engagement with their community	Essential		17% N=57
			Very important		47% N=154
			Somewhat important		31% N=103
			Not at all important		5% N=15
Mobility	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall quality of the transportation system	Excellent		14% N=45
			Good		43% N=139
			Fair		32% N=102
			Poor		11% N=34
	Please also rate each of the following in the Rocklin community.	Traffic flow on major streets	Excellent		9% N=30
			Good		49% N=163
			Fair		28% N=94
			Poor		13% N=44
		Ease of public parking	Excellent		27% N=89
			Good		49% N=158



























Mobility	Please also rate each of the following in the Rocklin community.		Fair	<div></div>	19% N=61
			Poor	<div></div>	5% N=17
		Ease of travel by car	Excellent	<div></div>	30% N=99
			Good	<div></div>	47% N=153
			Fair	<div></div>	19% N=63
			Poor	<div></div>	4% N=14
	Ease of travel by public transportation		Excellent	<div></div>	7% N=10
		Good	<div></div>	24% N=33	
		Fair	<div></div>	29% N=40	
		Poor	<div></div>	39% N=53	
	Ease of travel by bicycle	Excellent	<div></div>	19% N=44	
		Good	<div></div>	38% N=88	
		Fair	<div></div>	27% N=63	
		Poor	<div></div>	15% N=35	
	Ease of walking	Excellent	<div></div>	24% N=76	
		Good	<div></div>	45% N=141	
		Fair	<div></div>	25% N=78	
		Poor	<div></div>	7% N=21	
	Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	No	<div></div>	90% N=297
			Yes	<div></div>	10% N=33
		Carpooled with other adults or children instead of driving alone	No	<div></div>	41% N=136
			Yes	<div></div>	59% N=196
		Walked or biked instead of driving	No	<div></div>	34% N=111
			Yes	<div></div>	66% N=219
	Please rate the quality of each of the following services in Rocklin.	Traffic enforcement	Excellent	<div></div>	16% N=48
			Good	<div></div>	50% N=149

Mobility		Fair		22% N=66
		Poor		11% N=33
	Traffic signal timing	Excellent		18% N=58
		Good		50% N=161
		Fair		18% N=59
		Poor		14% N=46
	Street repair	Excellent		26% N=84
		Good		50% N=164
		Fair		15% N=49
		Poor		10% N=31
	Street cleaning	Excellent		36% N=114
		Good		49% N=154
		Fair		11% N=34
		Poor		5% N=15
	Street lighting	Excellent		29% N=94
		Good		44% N=144
		Fair		20% N=65
		Poor		7% N=22
	Sidewalk maintenance	Excellent		22% N=69
		Good		56% N=176
		Fair		16% N=49
		Poor		7% N=21
	Bus or transit services	Excellent		9% N=12
		Good		29% N=41
		Fair		32% N=45
		Poor		30% N=42



























Mobility	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.	Overall quality of the transportation system	Essential		22% N=74
			Very important		48% N=160
			Somewhat important		24% N=80
			Not at all important		5% N=16
Natural Environment	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall quality of natural environment	Excellent		38% N=127
			Good		47% N=154
			Fair		11% N=36
			Poor		4% N=13
	Please also rate each of the following in the Rocklin community.	Cleanliness	Excellent		46% N=152
			Good		39% N=129
			Fair		12% N=39
			Poor		2% N=8
		Water resources	Excellent		20% N=56
			Good		36% N=101
			Fair		22% N=62
			Poor		22% N=63
		Air quality	Excellent		32% N=105
			Good		47% N=152
			Fair		18% N=59
			Poor		3% N=11
	Please rate the quality of each of the following services in Rocklin.	Preservation of natural areas	Excellent		30% N=90
			Good		41% N=124
			Fair		22% N=66
			Poor		8% N=23
		Rocklin open space	Excellent		29% N=86
			Good		45% N=134

Natural Environment	Please rate the quality of each of the following services in Rocklin.		Fair		17% N=50
			Poor		10% N=30
		Recycling	Excellent		23% N=68
			Good		36% N=103
			Fair		26% N=74
			Poor		15% N=45
	Yard waste pick-up		Excellent		33% N=91
			Good		45% N=122
			Fair		17% N=46
			Poor		6% N=16
	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.	Overall quality of natural environment	Essential		40% N=130
			Very important		39% N=129
			Somewhat important		19% N=61
			Not at all important		2% N=8
Parks and Recreation	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall quality of parks and recreation opportunities	Excellent		44% N=145
			Good		44% N=144
			Fair		12% N=41
			Poor		0% N=1
	Please also rate each of the following in the Rocklin community.	Availability of paths and walking trails	Excellent		40% N=125
			Good		41% N=128
			Fair		15% N=47
			Poor		4% N=12
		Fitness opportunities	Excellent		37% N=111
			Good		37% N=110
			Fair		21% N=61
			Poor		5% N=13

Parks and Recreation	Please also rate each of the following in the Rocklin community.	Recreational opportunities	Excellent		26% N=80
			Good		44% N=134
			Fair		24% N=73
			Poor		5% N=15
	Please rate the quality of each of the following services in Rocklin.	City parks	Excellent		47% N=151
			Good		43% N=138
			Fair		9% N=28
			Poor		1% N=2
		Recreation programs or classes	Excellent		27% N=60
			Good		47% N=103
			Fair		20% N=45
			Poor		6% N=13
		Recreation centers or facilities	Excellent		26% N=65
			Good		51% N=126
			Fair		16% N=40
			Poor		7% N=16
	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.	Overall quality of parks and recreation opportunities	Essential		37% N=121
			Very important		48% N=159
			Somewhat important		14% N=47
			Not at all important		0% N=1
Quality of Life	Please rate each of the following aspects of quality of life in Rocklin.	Rocklin as a place to live	Excellent		60% N=118
			Good		31% N=61
			Fair		6% N=12
			Poor		3% N=5
		The overall quality of life	Excellent		42% N=139
			Good		49% N=163

Quality of Life	Please rate each of the following aspects of quality of life in Rocklin.	The overall quality of life	Fair		6% N=20
			Poor		3% N=10
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Rocklin to someone who asks	Very likely		57% N=184
			Somewhat likely		32% N=105
			Somewhat unlikely		7% N=23
			Very unlikely		4% N=12
		Remain in Rocklin for the next five years	Very likely		60% N=195
			Somewhat likely		20% N=65
			Somewhat unlikely		11% N=34
			Very unlikely		9% N=30
	Please rate each of the following in the Rocklin community.	Overall image or reputation	Excellent		40% N=131
			Good		46% N=149
			Fair		11% N=37
			Poor		3% N=10
Safety	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall feeling of safety	Excellent		51% N=169
			Good		38% N=128
			Fair		8% N=26
			Poor		3% N=10
	Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		79% N=264
			Somewhat safe		16% N=54
			Neither safe nor unsafe		3% N=9
			Somewhat unsafe		0% N=1
			Very unsafe		1% N=5
		In Rocklin's downtown/commercial area during the day	Very safe		56% N=176
			Somewhat safe		28% N=88
			Neither safe nor unsafe		11% N=34

Safety	Please rate how safe or unsafe you feel:				2% N=6
		Somewhat unsafe			
		Very unsafe			3% N=10
		From property crime	Very safe		43% N=140
			Somewhat safe		41% N=135
			Neither safe nor unsafe		10% N=31
			Somewhat unsafe		5% N=15
			Very unsafe		2% N=6
		From violent crime	Very safe		61% N=196
			Somewhat safe		28% N=88
			Neither safe nor unsafe		7% N=23
			Somewhat unsafe		2% N=7
			Very unsafe		2% N=5
		From fire, flood, or other natural disaster	Very safe		54% N=179
			Somewhat safe		34% N=111
			Neither safe nor unsafe		8% N=26
			Somewhat unsafe		2% N=5
			Very unsafe		3% N=9
	Please rate the quality of each of the following services in Rocklin.	Police services	Excellent		47% N=147
			Good		44% N=136
			Fair		6% N=19
			Poor		3% N=8
		Crime prevention	Excellent		40% N=123
			Good		47% N=144
			Fair		10% N=31
			Poor		2% N=7
		Animal control	Excellent		31% N=77

Safety	Please rate the quality of each of the following services in Rocklin.	Animal control	Good		53% N=134
			Fair		10% N=25
			Poor		6% N=15
		Ambulance or emergency medical services	Excellent		40% N=100
			Good		48% N=120
			Fair		10% N=26
			Poor		2% N=6
		Fire services	Excellent		50% N=134
			Good		41% N=111
			Fair		5% N=12
			Poor		4% N=10
		Fire prevention and education	Excellent		37% N=80
			Good		46% N=100
			Fair		10% N=22
			Poor		6% N=13
		Emergency preparedness	Excellent		27% N=54
			Good		44% N=88
			Fair		17% N=35
			Poor		12% N=24
	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.	Overall feeling of safety	Essential		60% N=196
			Very important		33% N=108
			Somewhat important		6% N=19
			Not at all important		2% N=5
Utilities	Please rate each of the following characteristics as they relate to Rocklin as a whole.	Overall quality of the utility infrastructure	Excellent		18% N=57
			Good		51% N=164
			Fair		19% N=60

Utilities

Please rate the quality of each of the following services in Rocklin.

Affordable high-speed internet access

Poor



12%
N=40

Excellent



17%
N=52

Good



37%
N=110

Fair



28%
N=85

Poor



18%
N=54

Garbage collection

Excellent



40%
N=133

Good



42%
N=139

Fair



15%
N=48

Poor



2%
N=8

Drinking water

Excellent



42%
N=135

Good



44%
N=141

Fair



11%
N=34

Poor



3%
N=9

Sewer services

Excellent



34%
N=109

Good



51%
N=164

Fair



11%
N=37

Poor



4%
N=13

Storm water management

Excellent



33%
N=99

Good



50%
N=149

Fair



13%
N=39

Poor



3%
N=9

Power (electric and/or gas) utility

Excellent



15%
N=50

Good



39%
N=126

Fair



18%
N=58

Poor










28%
N=92

Utility billing

Excellent



14%
N=43

Utilities	Please rate the quality of each of the following services in Rocklin.	Good		31% N=97
		Fair		23% N=71
		Poor		33% N=104
	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.	Overall quality of the utility infrastructure		
		Essential		51% N=165
		Very important		41% N=135
		Somewhat important		6% N=21
		Not at all important		2% N=5

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Rocklin.

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

2. Please rate each of the following characteristics as they relate to Rocklin as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Rocklin.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Rocklin	1	2	3	4	5
Overall design or layout of Rocklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Rocklin					
(water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Rocklin.....	1	2	3	4	5
Overall quality of natural environment in Rocklin.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Rocklin.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Rocklin's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Rocklin community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Rocklin.....	1	2	3	4	5
Variety of business and service establishments in Rocklin	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Rocklin.....	1	2	3	4	5
Overall image or reputation of Rocklin	1	2	3	4	5

7. Please also rate each of the following in the Rocklin community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Rocklin.....	1	2	3	4	5
Ease of travel by public transportation in Rocklin.....	1	2	3	4	5
Ease of travel by bicycle in Rocklin.....	1	2	3	4	5
Ease of walking in Rocklin.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Rocklin.....	1	2	3	4	5
Overall appearance of Rocklin.....	1	2	3	4	5
Cleanliness of Rocklin.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)... 1	2	3	4	5	
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Rocklin.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

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

	<u>No</u>	<u>Yes</u>
Contacted the City of Rocklin (in-person, phone, email, or web) for help or information.....	1	2
Contacted Rocklin elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Rocklin.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

9. Please rate the quality of each of the following services in Rocklin.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts)	1	2	3	4	5
Rocklin open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Rocklin employees (police, receptionists, planners, etc.)	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Rocklin	1	2	3	4	5
The overall direction that Rocklin is taking	1	2	3	4	5
The job Rocklin government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Rocklin government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect	1	2	3	4	5

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

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

12. 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.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Rocklin.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Rocklin	1	2	3	4
Overall design or layout of Rocklin's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Rocklin (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Rocklin.....	1	2	3	4
Overall quality of natural environment in Rocklin.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Rocklin.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Please select the statement that best describes your opinion:

- ☐ I am satisfied with the current level of City services
- ☐ I am willing to pay increased taxes to get more City services
- ☐ I feel that I pay too much for the City services I receive
- ☐ I am willing to accept City service reductions if it means no increased taxes
- ☐ Other/My opinion differs from the ones listed here
- ☐ I don't have an opinion/No preference

14. Please rate how much, if at all, you agree with the following statements:

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>
I trust the City of Rocklin to spend my tax dollars responsibly.....	1	2	3	4
There is room to make spending cuts without jeopardizing important services in the City of Rocklin	1	2	3	4

15. Please rate the level of impact you would feel if services were reduced in these areas:

	<u>Significant impact</u>	<u>Moderate impact</u>	<u>Low impact</u>	<u>No impact</u>	<u>Don't know</u>
Police (patrol, traffic, crime prevention, etc.).....	1	2	3	4	5
Fire/EMS (fire suppression, fire prevention, medical response, etc.)	1	2	3	4	5
Parks (e.g. park maintenance/landscaped areas, sports facilities, play structures, etc.)	1	2	3	4	5
Open space/trails (native plant preservation, wildlife and scenic vistas, etc.).....	1	2	3	4	5
Recreation (high quality/reasonably priced recreation/leisure activities, recreation classes and events, concerts and community events, etc.).....	1	2	3	4	5
Economic Prosperity (business climate development, small business support, business outreach etc.).....	1	2	3	4	5
Administration and Support Services (effective and efficient governance, public services hours and staffing, customer service, etc.)	1	2	3	4	5
Transportation and Roads (road paving, sidewalk enhancements, pothole repair, signals and intersections, etc.).....	1	2	3	4	5
Infrastructure (bridge and storm drain maintenance and repair, etc.)	1	2	3	4	5

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

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

Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Rocklin?

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

D5. Which best describes the building you live in?

- ☐ Single-family detached home
- ☐ Townhouse or duplex (may share walls but no units above or below you)
- ☐ Condominium or apartment (have units above or below you)
- ☐ Mobile home
- ☐ Other

D6. Do you rent or own your home?

- ☐ Rent
- ☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- ☐ Less than \$300 ☐ \$2,500 to \$3,999
- ☐ \$300 to \$599 ☐ \$4,000 to \$6,999
- ☐ \$600 to \$999 ☐ \$7,000 to \$9,999
- ☐ \$1,000 to \$1,499 ☐ \$10,000 or more
- ☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D10. 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 ☐ \$100,000 to \$149,999
- ☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
- ☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
- ☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- ☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ A race not listed

D13. In which category is your age?

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

D14. What is your gender?

- ☐ Woman
- ☐ Man
- ☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- ☐ Agender/I don't identify with any gender
- ☐ Genderqueer/gender fluid
- ☐ Non-binary
- ☐ Transgender man
- ☐ Transgender woman
- ☐ Two-spirit
- ☐ Identify in another way

Thank you!

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