



Midpeninsula Regional
Open Space District

R-19-164
Meeting 19-30
December 9, 2019

AGENDA ITEM 3

AGENDA ITEM

Draft questions for benchmark survey

GENERAL MANAGER'S RECOMMENDATION

Review and provide feedback on the draft benchmark survey questions.

SUMMARY

In early 2019, the Public Affairs Department developed a districtwide Strategic Communications Plan (Plan) to further the Board of Directors' (Board) Fiscal Year 2019-20 strategic goals and objectives and improve external communications. The Plan will be updated each year, as necessary, to ensure ongoing alignment with annual Board changes to the strategic plan goals and objectives. To collect the data that will guide and measure effective communications with the public, staff is developing a benchmark survey with the help of a research consultant. On December 9, the Board will have an opportunity to review and provide feedback on the draft survey questions.

DISCUSSION

The Public Affairs Department is preparing to conduct a benchmark survey to measure existing public sentiment and levels of awareness of the Midpeninsula Regional Open Space District (District) prior to initiating new activities designed to raise understanding of and positive regard for District work. This survey is one of the recommended action items in the District's FY20 Strategic Communications Plan. Survey results will be shared with the Board in the spring of 2020.

The proposed survey questions are designed to measure awareness, regard, familiarity, preferred information sources and basic demographics of the general public residing within District boundaries, and to test the resonance of key message themes. Attachment 1 contains the draft survey questions. Note that adding new questions will increase the time needed to complete the survey, which could lower the response rate and increase costs. Changes to existing questions are therefore preferred rather than new additions. The final questions will be tested for clarity and revised as necessary before the survey is conducted.

Staff are working with consultants to determine the most appropriate sample size, languages and survey methodology with the goal of achieving a 95% degree of confidence in the results that accurately reflect the demographics of District residents.

The survey is expected to be conducted in January and will focus on registered voters residing within District boundaries. Per our conversations with the survey consultant and with former East Bay Regional Parks District Public Affairs Manager, Rosemary Cameron, registered voters are known to share and reflect the opinions of the larger population (voters and nonvoters) regarding open space and conservation and should therefore provide a good reflection of the broader population.

In preparing to collect information on public awareness and sentiment, District staff have evaluated the proper timing for this type of benchmark survey. Based on guidance and input from the survey consultant, Rosemary Cameron, and Chief Marketing Officer for Peninsula Open Space Trust, Marti Tedesco, current events are not expected to significantly impact survey results. Therefore, it is reasonable to proceed with the survey in early 2020 and receive useful and fair information that is representative of general sentiments regardless of the timing to effectively guide future District communications and outreach work.

FISCAL IMPACT

The District has entered into a contract with the research firm Fairbank, Maslin, Maullin, Metz & Associates, Inc., (also known as FM3 Research) to create, conduct, analyze and deliver results of the survey under the General Manager's purchasing authority. The contract is for a not-to-exceed amount of \$48,500.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

The recommended action does not constitute a project under CEQA.

NEXT STEPS

Board feedback will be incorporated into the final survey questions. The survey will be tested and at least 400 responses from a representative sample will be collected to ensure statistical validity. Full survey results will be presented to LFPAC and the Board in spring, 2020.

Attachments:

1. Draft benchmark survey questions

Staff Contact/ Responsible Department Head:
Kori Skinner, Public Affairs Manager

DECEMBER 2, 2019



MIDPENINSULA REGIONAL OPEN SPACE DISTRICT
320-876
DRAFT
A/B SPLIT

Hello, I'm _____ from _____, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area. May I speak with the person at home over 18 who most recently celebrated a birthday?

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

- Yes, cell and can talk safely ----- 1
- Yes, cell but cannot talk safely----- **TERMINATE**
- No, not on cell ----- 2
- (DON'T READ) DK/NA/REFUSED ----- TERMINATE**

B. My next questions are to ensure that we are interviewing a representative group of residents in your area. What is your age?

- Under 18----- **TERMINATE**
- 18-24----- 1
- 25-29----- 2
- 30-34----- 3
- 35-39----- 4
- 40-44----- 5
- 45-49----- 6
- 50-54----- 7
- 55-59----- 8
- 60-64----- 9
- 65-69----- 10
- 70-74----- 11
- 75+ ----- 12

C. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African-American or Black; Caucasian or White; Asian or Pacific Islander; or some other ethnic or racial background?

- Latino/Hispanic ----- 1
- African-American/Black ----- 2
- Caucasian/White ----- 3
- Asian/Pacific Islander ----- 4
- (MIXED RACE) ----- 5**
- (OTHER) ----- 6**
- (DON'T READ) DK/NA/REFUSED ----- 7**

1. OK, let's begin. First, how would you rate your community as a place to live? Is it ... **(READ LIST)?**

- Excellent----- 1
- Good ----- 2
- Fair, or ----- 3
- Poor ----- 4
- (DON'T KNOW/NA)** ----- 5

2. First, I'm going to read you a list of local organizations and public institutions. For each one, I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so. **(RANDOMIZE)**

	<u>STR.</u> <u>FAV</u>	<u>S.W.</u> <u>FAV</u>	<u>S.W.</u> <u>UNFAV</u>	<u>STR.</u> <u>UNFAV</u>	<u>(CAN'T</u> <u>RATE/DK)</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>
[] a. Midpeninsula Regional Open Space District -----	1-----	2-----	3-----	4-----	5-----	6-----
[] b. Santa Clara County Parks -----	1-----	2-----	3-----	4-----	5-----	6-----
[] c. San Mateo County Parks -----	1-----	2-----	3-----	4-----	5-----	6-----
[] d. Santa Clara Valley Open Space Authority-----	1-----	2-----	3-----	4-----	5-----	6-----
[] e. Peninsula Open Space Trust -----	1-----	2-----	3-----	4-----	5-----	6-----
[] f. California State Parks-----	1-----	2-----	3-----	4-----	5-----	6-----

3. I'm going to read you some issues that some people say may be problems in your area. After I read each one, please tell me whether you think each is a problem or not. **(IF YES, PROBLEM, ASK: "Do you think it is an extremely, very, or somewhat serious problem?") (RANDOMIZE)**

	<u>EXT.</u> <u>SERIOUS</u> <u>PROBLEM</u>	<u>VERY</u> <u>SERIOUS</u> <u>PROBLEM</u>	<u>S.W.</u> <u>SERIOUS</u> <u>PROBLEM</u>	<u>NOT A</u> <u>PROBLEM</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
[] a. The quality of parks and open spaces -----	1-----	2-----	3-----	4-----	5-----
[] b. Traffic congestion -----	1-----	2-----	3-----	4-----	5-----
[] c. Loss of natural areas to development-----	1-----	2-----	3-----	4-----	5-----
[] d. Fire risk -----	1-----	2-----	3-----	4-----	5-----
[] e. Water pollution -----	1-----	2-----	3-----	4-----	5-----
[] f. Air pollution-----	1-----	2-----	3-----	4-----	5-----
[] g. Loss of wildlife habitat -----	1-----	2-----	3-----	4-----	5-----
[] h. A lack of affordable housing-----	1-----	2-----	3-----	4-----	5-----
[] i. Climate change-----	1-----	2-----	3-----	4-----	5-----
[] j. The amount you pay in local taxes -----	1-----	2-----	3-----	4-----	5-----

NOW I'D LIKE TO ASK YOU A FEW MORE QUESTIONS ABOUT THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT.

(ASK QX ONLY IF CODES 1-4 IN Q2a)

4. You mentioned a few moments ago that you have a **FAVORABLE / UNFAVORABLE** opinion of the Midpeninsula Regional Open Space District. In a few words of your own, could you tell me why? **(OPEN-ENDED; RECORD VERBATIM RESPONSE BELOW. PROBE FOR VERY SPECIFIC RESPONSES)**

a. Favorable

b. Unfavorable

(RESUME ASKING ALL RESPONDENTS)

AS YOU MAY KNOW, THE MIDPENINSULA REGIONAL OPEN SPACE DISTRICT, OFTEN KNOWN AS "MIDPEN," IS AN INDEPENDENT SPECIAL DISTRICT PRIMARILY IN SANTA CLARA AND SAN MATEO COUNTIES THAT HAS PRESERVED A REGIONAL GREENBELT OF NEARLY 65,000 ACRES OF PUBLIC LAND AND MANAGES 26 OPEN SPACE PRESERVES. ITS MISSION IS TO ACQUIRE AND PERMANENTLY PRESERVE OPEN SPACE LAND, PROTECT AND RESTORE THE NATURAL ENVIRONMENT, AND PROVIDE OPPORTUNITIES FOR ECOLOGICALLY SENSITIVE PUBLIC ENJOYMENT AND EDUCATION. ON THE COAST, ITS MISSION INCLUDES PRESERVING RURAL CHARACTER AND ENCOURAGING VIABLE AGRICULTURAL USE OF LAND.

4. Having heard this, let me ask you again: would you say you have a strong favorable, somewhat favorable, somewhat unfavorable, or strong unfavorable opinion of the Midpeninsula Regional Open Space District?

- Strongly favorable ----- 1
- Somewhat favorable ----- 2
- Somewhat unfavorable ----- 3
- Strongly unfavorable ----- 4
- (DON'T READ) DK/NA ----- 5**

5. Next, I am going to read you a list of goals the District has set for itself. For each goal, please tell me if you think it is extremely important, very important, somewhat important, or not too important. (RANDOMIZE)

	<u>EXT</u>	<u>VERY</u>	<u>S.W.</u>	<u>NOT</u>	<u>(DK/</u>
	<u>IMP.</u>	<u>IMP.</u>	<u>IMP.</u>	<u>TOO</u>	<u>NA)</u>
				<u>IMP.</u>	
(SPLIT SAMPLE A ONLY)					
[]a. Preserving a regional greenbelt of open space land forever-----	1	2	3	4	5
[]b. Protecting natural areas-----	1	2	3	4	5
[]c. Providing opportunities for ecologically sensitive public enjoyment and education-----	1	2	3	4	5
[]d. Restoring native plant and wildlife habitat-----	1	2	3	4	5
[]e. Providing multiuse trails for hiking, biking and equestrian use-----	1	2	3	4	5
[]f. Stewarding public lands to be resilient in the face of climate change-----	1	2	3	4	5
[]g. Supporting local agriculture-----	1	2	3	4	5
[]h. Preserving our area’s rich rural character-----	1	2	3	4	5
[]i. Partnering with local organizations to promote a regional environmental vision-----	1	2	3	4	5
[]j. Connecting regional trails-----	1	2	3	4	5
[]k. Caring for the ecosystem to help native plants and wildlife survive-----	1	2	3	4	5
[]l. Reducing dead and downed vegetation for wildland fire prevention-----	1	2	3	4	5
[]m. Preserving undeveloped coastal open space and agricultural lands-----	1	2	3	4	5
[]n. Assessing historical significance of structures on open space lands-----	1	2	3	4	5
[]o. Promoting safe wildlife corridors and trail crossings across Highway 17-----	1	2	3	4	5

(SPLIT SAMPLE B ONLY)

[]p. Protecting the ridgetops, hillsides and creekways that create our region’s striking natural beauty-----	1	2	3	4	5
[]q. Protecting and restoring the natural environment-----	1	2	3	4	5
[]r. Protecting San Mateo and Santa Clara counties’ agricultural, natural resource, and open space lands for future generations-----	1	2	3	4	5
[]s. Creating opportunities for outdoor recreation-----	1	2	3	4	5
[]t. Preserving diverse habitat for wildlife-----	1	2	3	4	5
[]u. Providing regional hiking trails-----	1	2	3	4	5
[]v. Restoring public lands to be resilient in the face of climate change-----	1	2	3	4	5
[]w. Connecting kids to nature-----	1	2	3	4	5
[]x. Protecting the waterways and natural lands that maintain water quality and supply-----	1	2	3	4	5

<u>EXT</u>	<u>VERY</u>	<u>S.W.</u>	<u>NOT</u>	<u>(DK/</u>
<u>IMP.</u>	<u>IMP.</u>	<u>IMP.</u>	<u>TOO</u>	<u>NA)</u>
			<u>IMP.</u>	

(SPLIT SAMPLE B CONTINUED)

- []y. Managing redwood forests ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []z. Protecting San Mateo and Santa Clara counties' agricultural, natural resource and open space lands ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []aa. Protecting coastal grasslands----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []bb. Improving access for individuals with disabilities at local preserves ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []cc. Partnering with Native American tribes to relearn and reapply indigenous plant restoration techniques ----- 1 ----- 2 ----- 3 ----- 4 ----- 5
- []dd. Removing invasive species to restore native plant and wildlife habitat ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

6. Stepping back for a moment, I'd like to read you two statements about Midpen preserves. I'd like you to tell me which comes closer to your opinion, even if neither is exactly right. (ROTATE)

[] I prefer preserves that have that provide multiple visitor amenities, such as water bottle refilling stations, restrooms, and picnic areas ----- 1

OR

[] I prefer preserves that put a high priority on wildlife habitat restoration and protection, with only low-impact trails that encourage users to leave no trace----- 2

(DON'T READ)

(BOTH)----- 3

(NEITHER)----- 4

(DON'T KNOW/NA) ----- 5

7. Next, I am going to read you a series of statements about the Midpeninsula Regional Open Space District. For each one, please tell me if it makes you view the District much more favorably, somewhat more favorably, or if it makes no difference. (RANDOMIZE)

MUCH	S.W.			
MORE	MORE	NO	(LESS	(DK/
FAV.	FAV.	DIFF.	FAV.)	NA)

[]a. (SPECIAL CHARACTER) People choose to live in the Bay Area because of its scenic beauty and recreational opportunities. The stunning ridge and coastal views and riding, biking, and hiking trails we have in Santa Clara and San Mateo Counties are truly unique. The Midpeninsula Regional Open Space District works to preserve what we love most about living here. ----- 1 ----- 2 ----- 3 ----- 4 ----- 5

MUCH	S.W.			
MORE	MORE	NO	(LESS	(DK/
FAV.	FAV.	DIFF.	FAV.)	NA)

(SPLIT SAMPLE A ONLY)

[]b. (WATER QUALITY) Nothing is more important than clean drinking water. By protecting and restoring areas around sources of water, the District increases access to water and naturally prevents the pollution of our water.----- 1 ----- 2 ----- 3 ----- 4 ----- 5

[]c. **(PARTNERSHIPS)** Midpen regularly partners with local non-profits, the counties, and state and regional park organizations to leverage their resources and connect residents with open space, recreational opportunities, and educational programs. Connecting these public lands support biodiversity, providing places for plants and animals found nowhere else to thrive.----- 1 ----- 2 -----3----- 4 ----- 5

[]d. **(PUBLIC HEALTH)** Open space preserves and natural areas provide spaces where families and children can safely walk, run, and bicycle – improving the physical health of residents, reducing obesity, and reducing health care costs. These areas are open 365 days a year, sunrise to sunset, to anyone, and for free. ----- 1 ----- 2 -----3----- 4 ----- 5

[]e. **(WILDLIFE)** By restoring and protecting natural areas, the Midpeninsula Regional Open Space District is protecting wildlife habitats and California’s unique biodiversity. ----- 1 ----- 2 -----3----- 4 ----- 5

[]f. **(AG SUSTAINABILITY)** Though we are now the center of Silicon Valley, San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why Midpen protects sustainable, working agricultural ranchlands connecting past and future. ----- 1 ----- 2 -----3----- 4 ----- 5

[]g. **(CARING)** Midpeninsula Regional Open Space District is caring for the land to create healthy habitats for plants, animals and people. ----- 1 ----- 2 -----3----- 4 ----- 5

(SPLIT SAMPLE B ONLY)

[]h. **(AG HISTORY)** Though we are now the center of Silicon Valley, San Mateo and Santa Clara counties have rich agricultural and ranching history. That’s why the Midpeninsula Open Space District preserves historic, agricultural lands close to home. ----- 1 ----- 2 -----3----- 4 ----- 5

MUCH	S.W.			
MORE	MORE	NO	(LESS	(DK/
<u>FAV.</u>	<u>FAV.</u>	<u>DIFF.</u>	<u>FAV.)</u>	<u>NA)</u>

(SPLIT SAMPLE B CONTINUED)

- []i. **(RECREATION)** Parks and open spaces provide safe places for the community to gather and explore the outdoors. It's especially important to keep these accessible options for everyone as the cost of living increases. The District ensures that San Mateo and Santa Clara County residents have access to well-maintained and beautiful recreation areas. ----- 1 -----2----- 3 -----4----- 5
- []j. **(CLIMATE)** Smart investments made before a disaster strikes can help protect a community's quality of life, save lives, and reduce the cost to taxpayers. Midpen is taking a proactive, practical approach to stewardship of public lands, helping ensure San Mateo and Santa Clara counties are resilient as the climate changes. ----- 1 ----- 2 -----3----- 4 ----- 5
- []k. **(FIRES)** Midpen is working with fire agencies and surrounding communities to strengthen prevention and preparation in case of wildland fires. This includes maintaining hundreds of miles of fire roads. Midpen is also using conservation grazing to reduce flammable fuels within grassland habitats. ----- 1 ----- 2 -----3----- 4 ----- 5
- []l. **(UNDERSERVED)** Midpen programming connects people to nature through enriched experiences, including environmental interpretation, docent-led activities and volunteer opportunities. Midpen also offers a variety of trails that people of all ages and abilities can use. ----- 1 ----- 2 -----3----- 4 ----- 5
- []m. **(PLACE)** Few other conservation organizations protect and restore such a wide variety of unique natural areas: from redwood forests to the Bay and the ocean, from serpentine-soil grasslands to Tafari sandstone. Our peninsula is unique and Midpen works to protect and restore these places for the wildlife that call it home, and the people who visit and recreate there. ----- 1 ----- 2 -----3----- 4 ----- 5

(RESUME ASKING ALL RESPONDENTS)

8. Next, having heard this, let me ask you one last time - do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of the Midpeninsula Regional Open Space District?

- Strongly favorable ----- 1
- Somewhat favorable ----- 2
- Somewhat unfavorable ----- 3
- Strongly unfavorable ----- 4
- (DON'T READ) CAN'T RATE/DK/NA ----- 5**

9. Next, I'm going to read you a list of sources from which people get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**. For each, I'd like you to tell me how often you use it to get information about **(SPLIT SAMPLE A: local issues in your area) (SPLIT SAMPLE B: parks, open space and the outdoors)**: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>
[]a. Local television stations -----	1	2	3	4	5
[]b. KQED Radio -----	1	2	3	4	5
[]c. Radio stations other than KQED -----	1	2	3	4	5
[]d. Information you receive in the mail -----	1	2	3	4	5
[]e. Facebook -----	1	2	3	4	5
[]f. Twitter -----	1	2	3	4	5
[]g. Instagram -----	1	2	3	4	5
[]h. Blogs on the Internet -----	1	2	3	4	5
[]i. The <i>San Jose Mercury News</i> newspaper -----	1	2	3	4	5
[]j. The <i>San Francisco Chronicle</i> newspaper -----	1	2	3	4	5
[]k. <i>Half Moon Bay Review</i> -----	1	2	3	4	5
[]l. The <i>Open Space Views</i> newsletter -----	1	2	3	4	5
[]m. <i>Plug Into Nature</i> -----	1	2	3	4	5
[]n. NextDoor -----	1	2	3	4	5
[]o. Midpen's public meetings -----	1	2	3	4	5
[]p. Midpen's website, openspace.org -----	1	2	3	4	5

10. Were there any sources of information you use that I didn't mention? **(OPEN END, RECORD VERBATIM)**

WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.

11. First, I'd like you to consider your visits to Midpeninsula Regional Open Space District preserves. Please tell me how often you typically visit and use Midpen preserves in this way: about once a week, a few times a month, a few times a year, once a year, or never. **(RANDOMIZE)**

		<u>ONCE/ WEEK</u>	<u>FEW/ MO.</u>	<u>FEW/ YEAR</u>	<u>ONCE/ YEAR</u>	<u>NEVER (DK/NA)</u>
[] a.	Walking or hiking -----	1	2	3	4	5----- 6
[] b.	Running or jogging -----	1	2	3	4	5----- 6
[] c.	Dog walking -----	1	2	3	4	5----- 6
[] d.	Horseback riding -----	1	2	3	4	5----- 6
[] e.	Mountain biking -----	1	2	3	4	5----- 6
[] f.	Birdwatching or wildlife viewing -----	1	2	3	4	5----- 6
[] g.	Spending time in nature -----	1	2	3	4	5----- 6
[] h.	Ranger- or docent-led programs -----	1	2	3	4	5----- 6
[] i.	Backpack camping -----	1	2	3	4	5----- 6

(ASK IF EVER VISIT FOR ANY REASON – CODE 1 OR 2 OR 3 OR 4 IN ANY ITEM IN Q11)

12. Do you feel safe or unsafe outdoors in local nature preserves? **(IF SAFE/UNSAFE, ASK: Is that very or somewhat SAFE/UNSAFE?)**

- Very safe ----- 1
- Somewhat safe----- 2
- Somewhat unsafe----- 3
- Very unsafe ----- 4
- (DON'T READ) Don't visit them/NA ----- 5**
- (DON'T READ) Don't know ----- 6**

(RESUME ASKING ALL RESPONDENTS)

13. Do you have any children under the age of 19 living at home?

- Yes ----- 1
- No ----- 2
- (DON'T READ) DK/NA/REFUSED ----- 3**

14. What was the last level of school you completed?

- High school graduate or less ----- 1
- Some College ----- 2
- Associate's Degree ----- 3
- College graduate ----- 4
- Post-graduate ----- 5
- (DON'T KNOW)----- 6**

15. Do you work in the technology industry? **(IF NO: Does anyone in your household work in the technology industry?)**

- Yes, self ----- 1
- Yes, household ----- 2
- Yes, both ----- 3
- No ----- 4
- (DON'T READ) DK/NA/REFUSED ----- 5**

16. Were you born and raised in Santa Clara or San Mateo counties? **(IF NO, ASK: How long have you lived in San Mateo or Santa Clara Counties?)**

- Born and raised----- 1
- Two years or less----- 2
- Three to five years ----- 3
- Five to 10 years----- 4
- 10 to 20 years ----- 5
- 21 to 40 years ----- 6
- More than 40 years ----- 7
- (DON'T READ) DK/NA/REFUSED ----- 8**

17. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2018. Was it: **(READ CHOICES BELOW)**

- \$30,000 and under ----- 1
- \$30,001 - \$60,000----- 2
- \$60,001 - \$90,000----- 3
- \$90,001 - \$120,000 ----- 4
- \$120,001 - \$150,000----- 5
- More than \$150,000 ----- 6
- (DON'T READ) Refused ----- 7**

THANK AND TERMINATE

Sex: By Observation

Male----- 1
Female ----- 2

MODE

Phone ----- 1
Online ----- 2

COUNTY

San Mateo----- 1
Santa Clara----- 2
Santa Cruz ----- 3

CITY/TOWN

Cupertino----- 1
Los Altos ----- 2
Los Gatos ----- 3
Menlo Park----- 4
Mountain View----- 5
Palo Alto ----- 6
Redwood City ----- 7
San Carlos----- 8
Saratoga ----- 9
Sunnyvale ----- 10
Unincorporated----- 11