

Santa Cruz, CA

The National Community Survey

Report of Results
2021

Report by:



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About The NCS™

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

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

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

The report provides the opinions of a representative sample of 474 residents of the City of Santa Cruz collected from October 1st, 2021 to November 19th, 2021. The margin of error around any reported percentage is 4.5% for all respondents and the response rate for the 2021 survey was 18%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Santa Cruz.

How the results are reported

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

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Santa Cruz’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 Santa Cruz residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Santa Cruz’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 Santa Cruz’s average rating was more than 20 points different when compared to the benchmark. The benchmark comparisons throughout the report reflect Santa Cruz’s comparisons to the custom subset of peer communities from the benchmark database; the comparisons to the entire database can be found separately in the “National Benchmarks” section of the report.

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



Methods

Selecting survey recipients

All households within the City of Santa Cruz were eligible to participate in the survey. A list of all households within the zip codes serving Santa Cruz was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Santa Cruz 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 Santa Cruz boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

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

Conducting the survey

The 2,700 randomly selected households received mailings beginning on October 1st, 2021 and the survey remained open for seven weeks. For 1,200 households, 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. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For the remaining 1,500 households, the first mailing was a postcard inviting the household to participate, followed one week later by a reminder postcard. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

Of the 2,700 households that received the invitations to participate, 474 completed the survey, providing an overall response rate of 18%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Santa Cruz survey is no greater than plus or minus 4.5 percentage points around any given percent reported for all respondents (474 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 Santa Cruz. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on November 5th, 2021. 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 2010 Census and 2019 American Community Survey estimates for adults in the City of Santa Cruz. 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.* The results of the weighting scheme for the probability sample are presented in the following table.

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

		Unweighted	Weighted	Target*
Age	18-34	11%	51%	51%
	35-54	23%	23%	23%
	55+	66%	26%	26%
Hispanic origin	No, not Spanish, Hispanic, or Latino	91%	81%	81%
	Spanish, Hispanic, or Latino	9%	19%	19%
Housing tenure	Own	67%	47%	47%
	Rent	33%	53%	53%
Housing type	Attached	35%	45%	45%
	Detached	65%	55%	55%
Race & Hispanic origin	Not white alone	23%	37%	37%
	White alone, not Hispanic or Latino	77%	63%	63%
Sex	Female	58%	51%	51%
	Male	42%	49%	49%
Sex/age	Female 18-34	6%	26%	26%
	Female 35-54	16%	12%	12%
	Female 55+	37%	14%	14%
	Male 18-34	5%	25%	25%
	Male 35-54	7%	12%	12%
	Male 55+	30%	12%	12%

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

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

Contact

The City of Santa Cruz funded this research. Please contact Elizabeth Smith of the City of Santa Cruz at esmith@cityofsantacruz.com if you have any questions about the survey.

Survey Validity

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

* See AAPOR’s Standard Definitions for more information at

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

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

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

* Targets come from the 2010 Census and 2019 American Community Survey

Highlights

Safety is important to Santa Cruz residents, with services for unhoused residents an emergent need.

When asked to rate both the quality and importance of the overall feeling of safety in Santa Cruz, residents gave this facet of livability a relatively lower quality rating (40% excellent or good) and a relatively high importance rating (79% essential or very important), indicating that Safety is a focus area for the community. Ratings within this facet tended to be lower than the national and peer community benchmark comparisons: about two-thirds of residents reported feeling safe in the downtown/commercial area during the day, while 6 in 10 felt safe from violent crime and only about 4 in 10 felt safe from property crime. When evaluating Safety-related services, residents gave ratings to fire services, animal control, fire prevention and education, and emergency preparedness that were on par with those given in other peer communities, but assessments for ambulance/EMS services, police/Sheriff services, and crime prevention were lower than the peer benchmark averages.

In a custom question unique to Santa Cruz that gauged resident support for funding a variety of potential city projects, about 9 in 10 residents strongly or somewhat supported funding for mental health crisis response services, while more than 8 in 10 supported outreach and case management services for the unhoused and reliable services for the unhoused (such as hygiene services, storage, etc.). In a different question that asked residents to rate the importance of addressing issues related to homelessness, more than 8 in 10 thought it was essential or very important for the City to partner with Santa Cruz County, nonprofits, and health care providers to assist people experiencing homelessness, while about three-quarters thought it was important for the City to create affordable housing opportunities, provide emergency shelter, offer outreach and case management services, and provide access to other services. Residents were least likely to rate increased enforcement of the City's camping laws as important.

Mobility is also a community priority.

Survey respondents also gave relatively low quality ratings (40% excellent or good) and relatively high importance ratings (78% essential or very important) to the overall quality of the transportation system in Santa Cruz, suggesting that the facet of Mobility is another area of priority. Ratings for alternative transportation tended to be similar to those given in other peer communities. Roughly two-thirds of residents gave positive reviews to the ease of travel by bicycle and ease of walking in the city, and about one-quarter were pleased with the ease of travel by public transportation (all on par with the benchmarks). About 4 in 10 residents gave favorable marks to ease of public parking, street lighting, traffic signal timing, bus or transit services, sidewalk maintenance, and street repair, which were also similar to peer community averages. Further, Santa Cruz residents were more likely than those who lived elsewhere to have walked or biked instead of driving (84% in the past 12 months) or to have carpoolled instead of driving alone (68%). However, ratings for street cleaning (47% excellent or good), ease of travel by car (43%), traffic enforcement (36%), and traffic flow on major streets (23%) were lower than the peer community averages. Thinking about their level of support for funding potential city projects, 9 in 10 residents supported maintaining the City's streets, roads, sidewalks, and other public facilities, while 8 in 10 supported increasing sustainable transportation options such as bus and bikeshare.

The natural environment is a feature of Santa Cruz.

More than 8 in 10 residents gave positive ratings to the overall quality of the natural environment in Santa Cruz, which was higher than the national and peer community benchmark comparisons. Ratings for air quality (91% excellent or good), preservation of natural areas (77%), and water resources (72%) were also above peer community averages, and at least 7 in 10 respondents gave favorable marks to yard waste pick-up and Santa Cruz open space, ratings which were on par with those given elsewhere. Further, about 9 in 10 residents positively evaluated paths and walking trails, recreational opportunities, and fitness opportunities in the city, and these scores were also higher than the national and peer benchmarks. Residents also indicated their strong support for the City funding multiple projects related to the natural environment, including maintaining the City's parks, open spaces, and recreational facilities (93% strongly or somewhat support), mitigating wildfire risk in open spaces and natural areas (92%), and addressing the impacts of climate change (89%).

The economy is a potential area of focus for the City, with affordability a particularly acute issue.

About 9 in 10 residents gave positive ratings to Santa Cruz as a place to visit, which was higher than the national and peer community benchmark comparisons. Ratings for other aspects of the facets of Economy tended to be similar to or lower than those given in other peer communities; those that were lower included economic development (31% excellent or good), the overall economic health of Santa Cruz (28%), and employment opportunities (27%). Affordability-related aspects also received below-average ratings: less than 1 in 10 survey respondents gave positive scores to the cost of living and the availability of affordable quality housing. When asked about their level of support for funding a variety of potential projects, nearly 9 in 10 indicated support for developing affordable housing for low and moderate income households as well as support for local businesses, while about 8 in 10 supported improving Downtown Santa Cruz, recruiting businesses and jobs to Santa Cruz, and job training programs.

Facets of livability

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

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

(% excellent or good)

		vs. benchmark*
Overall economic health	28%	Much lower
Overall quality of the transportation system	40%	Lower
Overall design or layout of residential and commercial areas	43%	Lower
Overall quality of the utility infrastructure	52%	Lower
Overall feeling of safety	40%	Much lower
Overall quality of natural environment	86%	Higher
Overall quality of parks and recreation opportunities	82%	Similar
Overall health and wellness opportunities	77%	Similar
Overall opportunities for education, culture, and the arts	69%	Higher
Residents' connection and engagement with their community	54%	Similar

Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.

(% essential or very important)

Overall economic health	85%	Similar
Overall quality of the transportation system	78%	Similar
Overall design or layout of residential and commercial areas	68%	Similar
Overall quality of the utility infrastructure	77%	Similar
Overall feeling of safety	79%	Similar
Overall quality of natural environment	81%	Similar
Overall quality of parks and recreation opportunities	71%	Similar
Overall health and wellness opportunities	67%	Similar
Overall opportunities for education, culture, and the arts	64%	Similar
Residents' connection and engagement with their community	57%	Similar

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

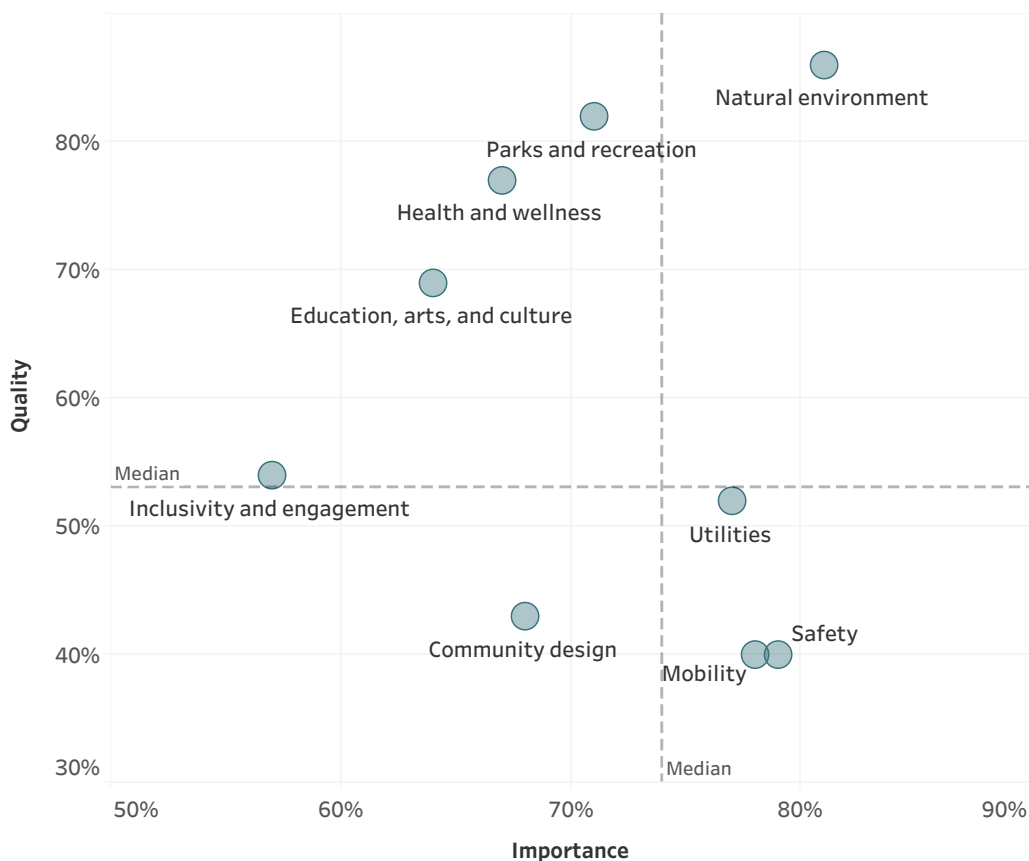
Balancing performance and importance

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

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

Services receiving quality ratings of excellent or good by 53% or more of respondents were considered of “higher quality” and those with ratings lower than 53% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 74% or more of respondents. Services were rated as “less important” if they received a rating of less than 74%. This classification uses the median ratings for quality and importance to divide the services in half.

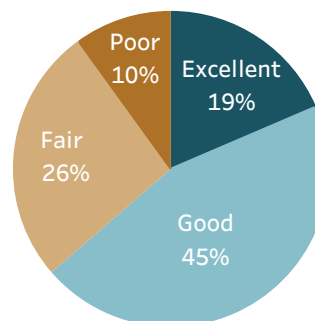
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings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



Quality of life

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

The overall quality of life in Santa Cruz



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

		vs. benchmark*
Santa Cruz as a place to live	73%	Similar
The overall quality of life	63%	Similar

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

Remain in Santa Cruz for the next five years	67%	Lower
Recommend living in Santa Cruz to someone who asks	60%	Much lower

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

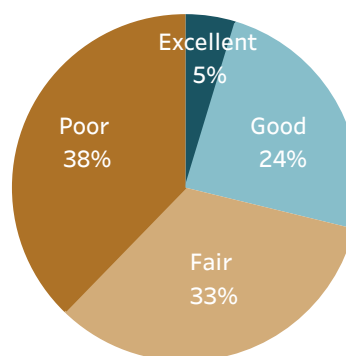
Overall image or reputation	52%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

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 Santa Cruz government



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

		vs. benchmark*
Overall customer service by Santa Cruz employees	70%	Similar
Public information services	60%	Similar

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

Treating residents with respect	47%	Lower
The job Santa Cruz government does at welcoming resident involvement	41%	Similar
Being honest	41%	Lower
Treating all residents fairly	39%	Lower
Being open and transparent to the public	39%	Similar
Informing residents about issues facing the community	37%	Similar
Generally acting in the best interest of the community	37%	Lower
The value of services for the taxes paid to Santa Cruz	35%	Similar
The overall direction that Santa Cruz is taking	30%	Lower
Overall confidence in Santa Cruz government	29%	Lower

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

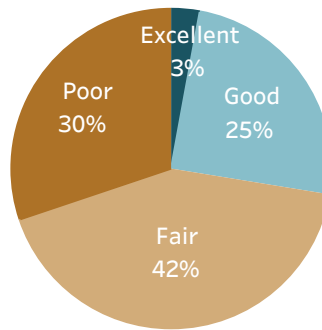
The City of Santa Cruz	49%	Lower
The Federal Government	36%	Similar

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

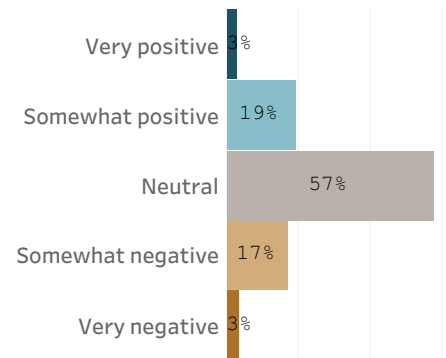
Economy

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 Santa Cruz



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



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

		vs. benchmark*
Santa Cruz as a place to visit	89%	Higher
Santa Cruz as a place to work	47%	Similar

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

Overall economic health	28%	Much lower
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Please rate each of the following in the Santa Cruz community.
(% excellent or good)

Overall quality of business and service establishments	60%	Similar
Variety of business and service establishments	46%	Similar
Vibrancy of downtown/commercial area	43%	Similar
Shopping opportunities	42%	Similar
Employment opportunities	27%	Similar
Cost of living	5%	Much lower

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

Economic development	31%	Lower
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What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

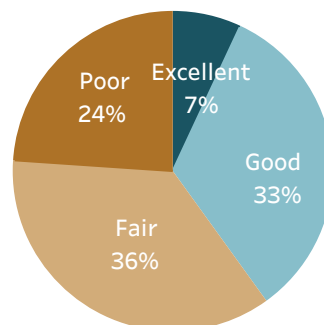
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	22%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

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 Santa Cruz



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

		vs. benchmark*
Overall quality of the transportation system	40%	Lower

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

Ease of walking	70%	Similar
Ease of travel by bicycle	64%	Similar
Ease of travel by car	43%	Lower
Ease of public parking	43%	Similar
Ease of travel by public transportation	26%	Similar
Traffic flow on major streets	23%	Lower

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

Walked or biked instead of driving	84%	Much higher
Carpooled with other adults or children instead of driving alone	68%	Higher
Used public transportation instead of driving	25%	Similar

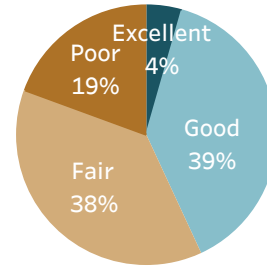
Please rate the quality of each of the following services in Santa Cruz.
(% excellent or good)

Street lighting	48%	Similar
Street cleaning	47%	Lower

Traffic signal timing	45%	Similar
Bus or transit services	45%	Similar
Sidewalk maintenance	37%	Similar
Traffic enforcement	36%	Lower
Street repair	36%	Similar

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

Overall design or layout of Santa Cruz's residential and commercial areas



Community design

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

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

		vs. benchmark*
Your neighborhood as a place to live	73%	Similar

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

Overall design or layout of residential and commercial areas	43%	Lower
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Please also rate each of the following in the Santa Cruz community.
(% excellent or good)

Public places where people want to spend time	57%	Similar
Preservation of the historical or cultural character of the community	48%	Similar
Overall appearance	45%	Lower
Well-designed neighborhoods	31%	Lower
Overall quality of new development	24%	Lower
Well-planned commercial growth	23%	Lower
Well-planned residential growth	19%	Much lower
Variety of housing options	14%	Much lower
Availability of affordable quality housing	5%	Much lower

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

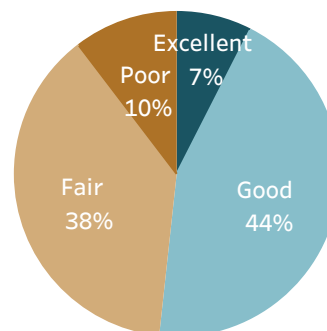
Code enforcement	34%	Similar
Land use, planning and zoning	28%	Lower

* Comparison to the peer community 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 Santa Cruz



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

		vs. benchmark*
Sewer services	82%	Similar
Garbage collection	80%	Similar
Drinking water	71%	Similar
Storm water management	71%	Similar
Utility billing	56%	Similar
Power (electric and/or gas) utility	54%	Lower
Affordable high-speed internet access	49%	Similar

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

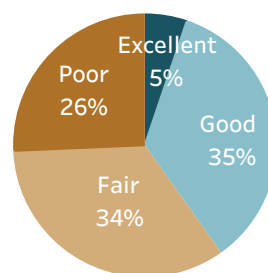
Overall quality of the utility infrastructure	52%	Lower
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

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 Santa Cruz



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

(% excellent or good)

vs.
benchmark*

Overall feeling of safety	40%	Much lower
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Please rate how safe or unsafe you feel:

(% very or somewhat safe)

In your neighborhood during the day	87%	Similar
In Santa Cruz's downtown/commercial area during the day	66%	Lower
From violent crime	60%	Lower
From fire, flood, or other natural disaster	54%	Lower
From property crime	37%	Much lower

Please rate the quality of each of the following services in Santa Cruz.

(% excellent or good)

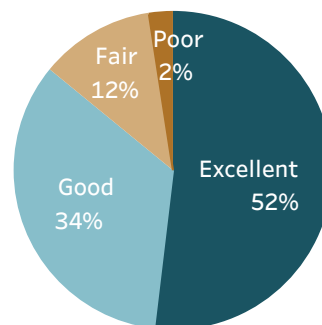
Fire services	87%	Similar
Ambulance or emergency medical services	75%	Lower
Animal control	71%	Similar
Fire prevention and education	70%	Similar
Emergency preparedness	62%	Similar
Police/Sheriff services	46%	Much lower
Crime prevention	30%	Much lower

* Comparison to the peer community 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 Santa Cruz



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

		vs. benchmark*
Overall quality of natural environment	86%	Higher

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

Air quality	91%	Higher
Water resources	72%	Higher
Cleanliness	35%	Much lower

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

Yard waste pick-up	78%	Similar
Preservation of natural areas	77%	Higher
Santa Cruz open space	77%	Similar
Recycling	62%	Similar

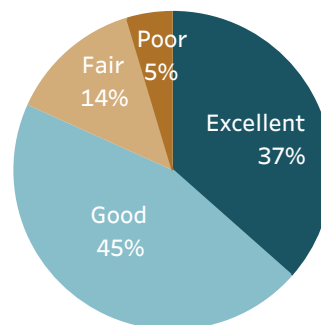
* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

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 the parks and recreation opportunities



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

(% excellent or good)

		vs. benchmark*
Overall quality of parks and recreation opportunities	82%	Similar

Please also rate each of the following in the Santa Cruz community.

(% excellent or good)

Recreational opportunities	90%	Much higher
Fitness opportunities	85%	Higher
Availability of paths and walking trails	85%	Higher

Please rate the quality of each of the following services in Santa Cruz.

(% excellent or good)

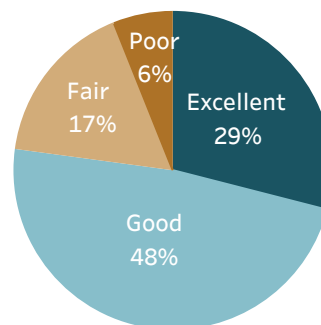
Recreation programs or classes	75%	Similar
City parks	67%	Similar
Recreation centers or facilities	60%	Similar

* Comparison to the peer community 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 Santa Cruz



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

		vs. benchmark*
Overall health and wellness opportunities	77%	Similar

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

Availability of affordable quality food	57%	Similar
Availability of preventive health services	52%	Similar
Availability of affordable quality health care	43%	Similar
Availability of affordable quality mental health care	29%	Similar

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

Health services	56%	Similar
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Please rate your overall health.
(% excellent or very good)

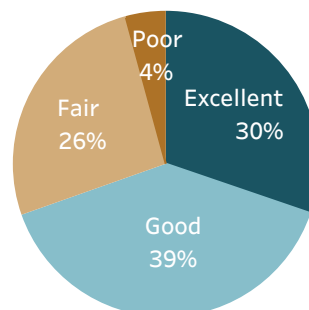
Please rate your overall health.	75%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Education, arts, and culture

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

Overall opportunities for education, culture and the arts



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

(% excellent or good)

		vs. benchmark*
Overall opportunities for education, culture, and the arts	69%	Higher

Please also rate each of the following in the Santa Cruz community.

(% excellent or good)

Community support for the arts	75%	Higher
Adult educational opportunities	74%	Higher
Opportunities to attend special events and festivals	71%	Similar
Opportunities to attend cultural/arts/music activities	70%	Higher
K-12 education	64%	Similar
Availability of affordable quality childcare/preschool	40%	Similar

Please rate the quality of each of the following services in Santa Cruz.

(% excellent or good)

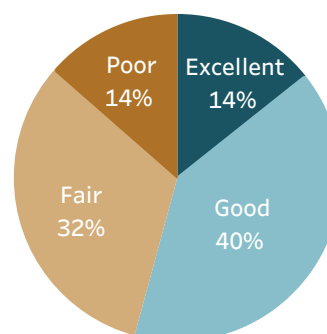
Public library services	80%	Similar
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* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

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

Residents' connection and engagement with their community



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

		vs. benchmark*
Sense of community	54%	Similar
Santa Cruz as a place to retire	54%	Similar
Santa Cruz as a place to raise children	50%	Lower

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

Residents' connection and engagement with their community	54%	Similar
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Please rate the job you feel the Santa Cruz community does at each of the following.
(% excellent or good)

Valuing/respecting residents from diverse backgrounds	48%	Lower
Making all residents feel welcome	45%	Lower
Attracting people from diverse backgrounds	31%	Much lower
Taking care of vulnerable residents	24%	Much lower

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

Opportunities to volunteer	85%	Similar
Opportunities to participate in social events and activities	66%	Similar
Opportunities to participate in community matters	66%	Similar

Neighborliness of residents	62%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	56%	Similar
Sense of civic/community pride	54%	Similar

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

Residents' participation levels

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

(% yes)

VS...

Voted in your most recent local election	82%	Similar
Contacted the City of Santa Cruz for help or information	57%	Higher
Volunteered your time to some group/activity	47%	Higher
Campaigned or advocated for a local issue, cause, or candidate	36%	Higher
Watched a local public meeting	34%	Similar
Contacted Santa Cruz elected officials to express your opinion	25%	Similar
Attended a local public meeting	21%	Similar

In general, how many times do you:

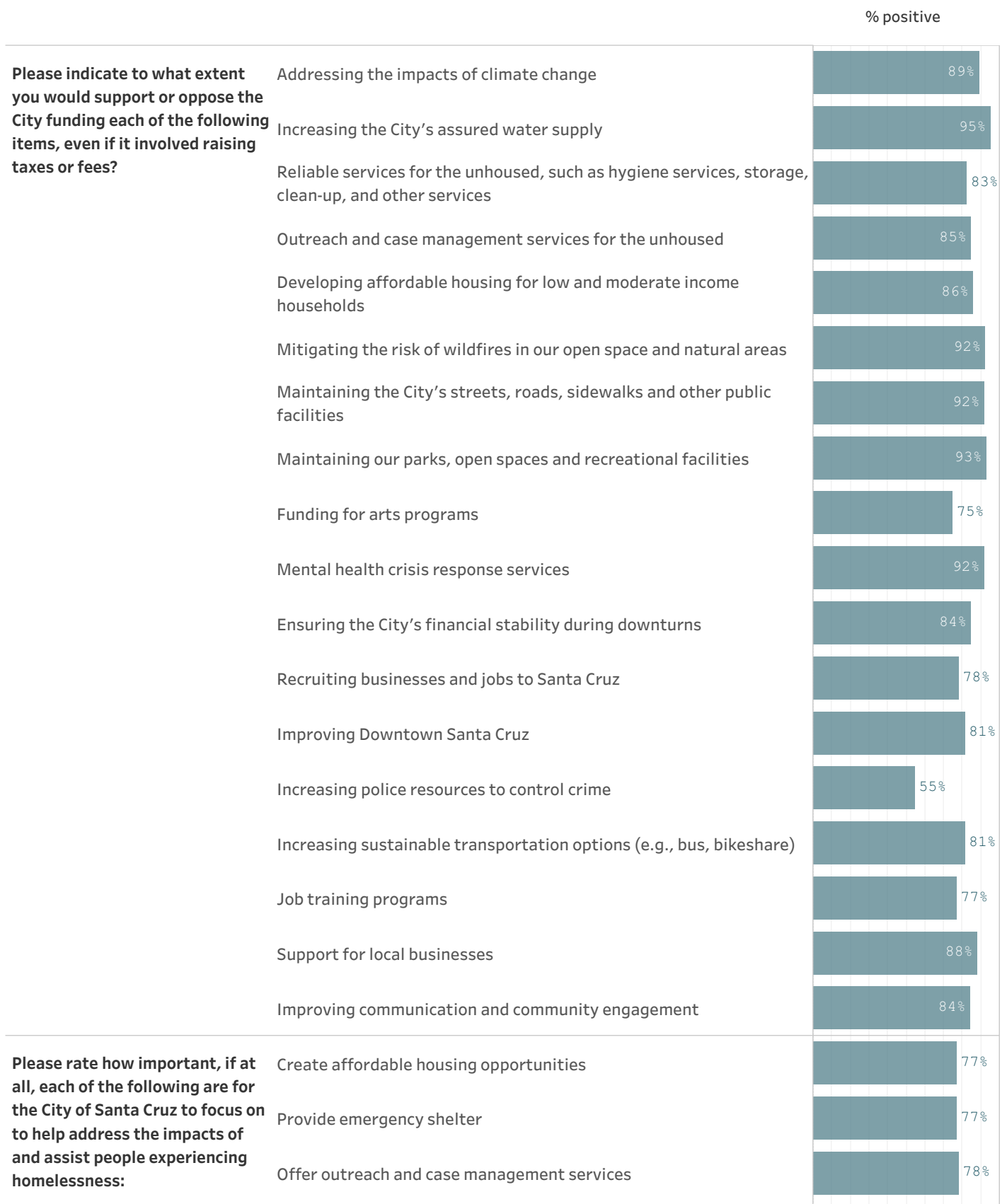
(% a few times a week or more)

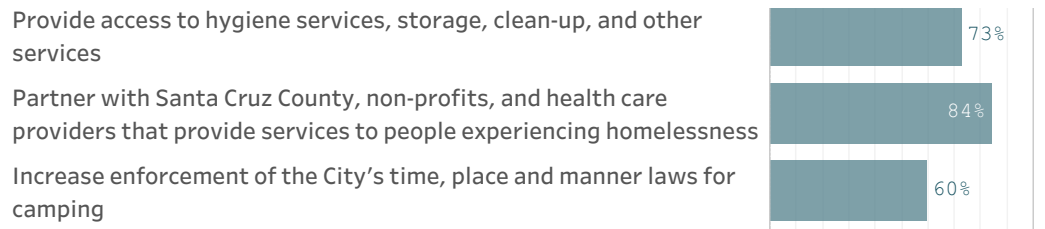
Use or check email	99%	Similar
Access the internet from your home	99%	Similar
Access the internet from your cell phone	96%	Similar
Visit social media sites	83%	Similar
Shop online	48%	Lower
Share your opinions online	37%	Similar

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

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Strongly/somewhat support, Essential/very important) is shown.





National benchmark tables

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

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Santa Cruz.	Santa Cruz as a place to live	Similar	73%	309	383	19
	Your neighborhood as a place to live	Similar	73%	249	315	21
	Santa Cruz as a place to raise children	Much lower	50%	353	384	8
	Santa Cruz as a place to work	Lower	47%	292	367	20
	Santa Cruz as a place to visit	Higher	89%	39	309	87
	Santa Cruz as a place to retire	Similar	54%	273	369	26
	The overall quality of life	Lower	63%	358	425	15
	Sense of community	Similar	54%	260	317	18
Please rate each of the following characteristics as they relate to Santa Cruz as a whole.	Overall economic health	Much lower	28%	278	290	4
	Overall quality of the transportation system	Lower	40%	95	116	18
	Overall design or layout of residential and commercial areas	Lower	43%	257	284	9
	Overall quality of the utility infrastructure	Lower	52%	97	113	15
	Overall feeling of safety	Much lower	40%	354	365	3
	Overall quality of natural environment	Higher	86%	44	294	85
	Overall quality of parks and recreation opportunities	Similar	82%	61	118	49
	Overall health and wellness opportunities	Similar	77%	107	285	62
	Overall opportunities for education, culture, and the arts	Similar	69%	97	288	66
	Residents' connection and engagement with their community	Similar	54%	75	114	35
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Santa Cruz to someone who asks	Much lower	60%	287	301	4
	Remain in Santa Cruz for the next five years	Lower	67%	285	294	3
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	87%	294	350	16
	In Santa Cruz's downtown/commercial area during the day	Lower	66%	304	326	7

Please rate how safe or unsafe you feel:	From property crime	Much lower	37%	122	124	2
	From violent crime	Lower	60%	115	124	6
	From fire, flood, or other natural disaster	Much lower	54%	110	112	2
Please rate the job you feel the Santa Cruz community does at each of the following.	Making all residents feel welcome	Lower	45%	116	118	2
	Attracting people from diverse backgrounds	Much lower	31%	116	116	0
	Valuing/respecting residents from diverse backgrounds	Lower	48%	114	116	2
	Taking care of vulnerable residents	Much lower	24%	113	114	1
Please rate each of the following in the Santa Cruz community.	Overall quality of business and service establishments	Similar	60%	201	292	31
	Variety of business and service establishments	Lower	46%	95	113	16
	Vibrancy of downtown/commercial area	Similar	43%	183	275	33
	Employment opportunities	Lower	27%	266	321	17
	Shopping opportunities	Similar	42%	212	307	31
	Cost of living	Much lower	5%	285	286	0
	Overall image or reputation	Lower	52%	293	362	19
Please also rate each of the following in the Santa Cruz community.	Traffic flow on major streets	Lower	23%	316	339	7
	Ease of public parking	Similar	43%	200	262	24
	Ease of travel by car	Lower	43%	291	317	8
	Ease of travel by public transportation	Similar	26%	166	269	38
	Ease of travel by bicycle	Similar	64%	100	319	68
	Ease of walking	Similar	70%	131	319	59
	Well-planned residential growth	Much lower	19%	116	116	0
	Well-planned commercial growth	Lower	23%	112	116	4
	Well-designed neighborhoods	Lower	31%	108	114	6
	Preservation of the historical or cultural character of the community	Lower	48%	101	112	10
	Public places where people want to spend time	Similar	57%	206	280	26
	Variety of housing options	Much lower	14%	291	296	2
	Availability of affordable quality housing	Much lower	5%	319	320	0
	Overall quality of new development	Much lower	24%	307	314	2
	Overall appearance	Lower	45%	322	351	8
	Cleanliness	Much lower	35%	317	321	1
	Water resources	Similar	72%	32	103	69

Please also rate each of the following in the Santa Cruz community.	Air quality	Higher	91%	33	275	88
	Availability of paths and walking trails	Higher	85%	55	324	83
	Fitness opportunities	Higher	85%	24	276	91
	Recreational opportunities	Higher	90%	10	307	97
	Availability of affordable quality food	Similar	57%	211	271	22
	Availability of affordable quality health care	Lower	43%	236	284	17
	Availability of preventive health services	Similar	52%	205	267	23
	Availability of affordable quality mental health care	Lower	29%	230	266	13
	Opportunities to attend cultural/arts/music activities	Similar	70%	87	304	71
	Community support for the arts	Higher	75%	19	113	84
	Availability of affordable quality childcare/preschool	Similar	40%	199	281	29
	K-12 education	Similar	64%	205	287	28
	Adult educational opportunities	Similar	74%	60	273	78
	Sense of civic/community pride	Similar	54%	85	113	25
	Neighborliness of residents	Similar	62%	192	280	31
	Opportunities to participate in social events and activities	Similar	66%	121	286	58
	Opportunities to attend special events and festivals	Similar	71%	144	293	51
	Opportunities to volunteer	Similar	85%	42	284	85
	Opportunities to participate in community matters	Similar	66%	176	288	39
	Openness and acceptance of the community toward people of diverse ..	Similar	56%	223	312	28
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Santa Cruz for help or information	Higher	57%	37	341	89
	Contacted Santa Cruz elected officials to express your opinion	Similar	25%	32	281	88
	Attended a local public meeting	Similar	21%	118	281	58
	Watched a local public meeting	Similar	34%	44	260	83
	Volunteered your time to some group/activity	Higher	47%	49	286	83
	Campaigned or advocated for a local issue, cause, or candidate	Higher	36%	14	270	95
	Voted in your most recent local election	Similar	82%	43	115	63
	Used public transportation instead of driving	Similar	25%	73	251	71
	Carpooled with other adults or children instead of driving alone	Much higher	68%	2	276	99
	Walked or biked instead of driving	Much higher	84%	14	279	95
Please rate the quality of each of the following	Public information services	Similar	60%	238	306	22

Please rate the quality of each of the following services in Santa Cruz.

Economic development	Lower	31%	273	297	8
Traffic enforcement	Lower	36%	357	366	2
Traffic signal timing	Similar	45%	226	287	21
Street repair	Similar	36%	275	366	25
Street cleaning	Lower	47%	267	308	13
Street lighting	Similar	48%	277	348	20
Sidewalk maintenance	Lower	37%	267	313	15
Bus or transit services	Similar	45%	155	261	40
Land use, planning and zoning	Lower	28%	296	309	4
Code enforcement	Lower	34%	315	366	14
Affordable high-speed internet access	Similar	49%	70	110	37
Garbage collection	Similar	80%	240	342	30
Drinking water	Similar	71%	159	308	48
Sewer services	Similar	82%	152	311	51
Storm water management	Similar	71%	172	334	48
Power (electric and/or gas) utility	Lower	54%	224	227	1
Utility billing	Similar	56%	236	263	10
Police/Sheriff services	Much lower	46%	411	417	1
Crime prevention	Much lower	30%	357	365	2
Animal control	Similar	71%	165	328	50
Ambulance or emergency medical services	Lower	75%	310	326	5
Fire services	Similar	87%	295	359	18
Fire prevention and education	Similar	70%	252	298	15
Emergency preparedness	Similar	62%	224	298	25
Preservation of natural areas	Higher	77%	37	278	87
Santa Cruz open space	Similar	77%	58	267	78
Recycling	Similar	62%	286	345	17
Yard waste pick-up	Similar	78%	169	291	42
City parks	Lower	67%	276	324	15
Recreation programs or classes	Similar	75%	154	319	52
Recreation centers or facilities	Similar	60%	216	292	26

Please rate the quality of each of the following services in Santa Cruz.	Health services	Similar	56%	210	258	18
	Public library services	Similar	80%	267	332	19
	Overall customer service by Santa Cruz employees	Similar	70%	294	380	22
Please rate the following categories of Santa Cruz government performance.	The value of services for the taxes paid to Santa Cruz	Lower	35%	357	387	7
	The overall direction that Santa Cruz is taking	Much lower	30%	326	334	2
	The job Santa Cruz government does at welcoming resident involve..	Lower	41%	288	328	12
	Overall confidence in Santa Cruz government	Lower	29%	277	289	4
	Generally acting in the best interest of the community	Lower	37%	276	292	5
	Being honest	Lower	41%	251	283	11
	Being open and transparent to the public	Lower	39%	105	115	9
	Informing residents about issues facing the community	Lower	37%	108	122	12
	Treating all residents fairly	Lower	39%	267	289	7
	Treating residents with respect	Lower	47%	106	113	7
Overall, how would you rate the quality of the services provided by each ..	The City of Santa Cruz	Lower	49%	357	383	7
	The Federal Government	Similar	36%	211	273	23
Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.	Overall economic health	Similar	85%	241	267	9
	Overall quality of the transportation system	Similar	78%	20	112	83
	Overall design or layout of residential and commercial areas	Similar	68%	231	267	13
	Overall quality of the utility infrastructure	Lower	77%	102	111	9
	Overall feeling of safety	Lower	79%	241	267	9
	Overall quality of natural environment	Similar	81%	55	267	79
	Overall quality of parks and recreation opportunities	Similar	71%	100	112	11
	Overall health and wellness opportunities	Similar	67%	218	267	18
	Overall opportunities for education, culture, and the arts	Lower	64%	243	267	9
	Residents' connection and engagement with their community	Lower	57%	264	267	1
In general, how many times do you:	Access the internet from your home	Similar	99%	6	112	95
	Access the internet from your cell phone	Similar	96%	15	112	87
	Visit social media sites	Similar	83%	27	111	76
	Use or check email	Similar	99%	1	112	100
	Share your opinions online	Similar	37%	17	112	85
	Shop online	Similar	48%	91	112	19

Please rate your overall health.	Similar	75%	21	273	92
What impact, if any, do you think the economy will have on your family..	Similar	22%	231	276	16

Custom benchmark tables

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

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Santa Cruz.	Santa Cruz as a place to live	Similar	73%	40	53	26
	Your neighborhood as a place to live	Similar	73%	35	46	26
	Santa Cruz as a place to raise children	Lower	50%	47	52	11
	Santa Cruz as a place to work	Similar	47%	36	50	30
	Santa Cruz as a place to visit	Higher	89%	9	45	82
	Santa Cruz as a place to retire	Similar	54%	31	49	38
	The overall quality of life	Similar	63%	52	65	21
	Sense of community	Similar	54%	35	48	29
Please rate each of the following characteristics as they relate to Santa Cruz as a whole.	Overall economic health	Much lower	28%	40	43	9
	Overall quality of the transportation system	Lower	40%	17	21	23
	Overall design or layout of residential and commercial areas	Lower	43%	37	43	16
	Overall quality of the utility infrastructure	Lower	52%	17	21	23
	Overall feeling of safety	Much lower	40%	44	48	10
	Overall quality of natural environment	Higher	86%	8	43	83
	Overall quality of parks and recreation opportunities	Similar	82%	8	21	66
	Overall health and wellness opportunities	Similar	77%	12	43	74
	Overall opportunities for education, culture, and the arts	Higher	69%	8	43	83
	Residents' connection and engagement with their community	Similar	54%	12	22	50
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Santa Cruz to someone who asks	Much lower	60%	40	44	11
	Remain in Santa Cruz for the next five years	Lower	67%	41	43	6
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	87%	37	48	25
	In Santa Cruz's downtown/commercial area during the day	Lower	66%	36	43	18

Please rate how safe or unsafe you feel:	From property crime	Much lower	37%	19	20	10
	From violent crime	Lower	60%	16	20	25
	From fire, flood, or other natural disaster	Lower	54%	21	21	4
Please rate the job you feel the Santa Cruz community does at each of the following.	Making all residents feel welcome	Lower	45%	20	22	13
	Attracting people from diverse backgrounds	Much lower	31%	22	22	4
	Valuing/respecting residents from diverse backgrounds	Lower	48%	21	22	9
	Taking care of vulnerable residents	Much lower	24%	21	22	9
Please rate each of the following in the Santa Cruz community.	Overall quality of business and service establishments	Similar	60%	26	43	41
	Variety of business and service establishments	Similar	46%	18	22	22
	Vibrancy of downtown/commercial area	Similar	43%	25	41	41
	Employment opportunities	Similar	27%	33	48	33
	Shopping opportunities	Similar	42%	28	46	41
	Cost of living	Much lower	5%	42	43	4
	Overall image or reputation	Similar	52%	35	50	32
Please also rate each of the following in the Santa Cruz community.	Traffic flow on major streets	Lower	23%	42	46	10
	Ease of public parking	Similar	43%	32	41	24
	Ease of travel by car	Lower	43%	42	45	8
	Ease of travel by public transportation	Similar	26%	32	42	26
	Ease of travel by bicycle	Similar	64%	15	45	68
	Ease of walking	Similar	70%	18	45	62
	Well-planned residential growth	Much lower	19%	21	21	4
	Well-planned commercial growth	Lower	23%	19	21	14
	Well-designed neighborhoods	Lower	31%	17	21	23
	Preservation of the historical or cultural character of the community	Similar	48%	17	21	23
	Public places where people want to spend time	Similar	57%	25	43	44
	Variety of housing options	Much lower	14%	42	45	8
	Availability of affordable quality housing	Much lower	5%	47	47	2
	Overall quality of new development	Lower	24%	43	44	4
	Overall appearance	Lower	45%	40	47	17
	Cleanliness	Much lower	35%	39	42	9
	Water resources	Higher	72%	4	19	84

Please also rate each of the following in the Santa Cruz community.	Air quality	Higher	91%	5	43	90
	Availability of paths and walking trails	Higher	85%	7	45	86
	Fitness opportunities	Higher	85%	4	43	93
	Recreational opportunities	Much higher	90%	2	47	97
	Availability of affordable quality food	Similar	57%	29	43	34
	Availability of affordable quality health care	Similar	43%	34	43	23
	Availability of preventive health services	Similar	52%	28	42	35
	Availability of affordable quality mental health care	Similar	29%	32	41	24
	Opportunities to attend cultural/arts/music activities	Higher	70%	12	45	75
	Community support for the arts	Higher	75%	3	21	90
	Availability of affordable quality childcare/preschool	Similar	40%	24	41	43
	K-12 education	Similar	64%	27	41	36
	Adult educational opportunities	Higher	74%	9	44	81
	Sense of civic/community pride	Similar	54%	12	21	47
	Neighborliness of residents	Similar	62%	26	43	41
	Opportunities to participate in social events and activities	Similar	66%	15	44	68
	Opportunities to attend special events and festivals	Similar	71%	18	42	59
	Opportunities to volunteer	Similar	85%	6	44	88
	Opportunities to participate in community matters	Similar	66%	25	44	45
	Openness and acceptance of the community toward people of diverse ..	Similar	56%	31	45	33
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Santa Cruz for help or information	Higher	57%	2	49	97
	Contacted Santa Cruz elected officials to express your opinion	Similar	25%	8	43	83
	Attended a local public meeting	Similar	21%	21	43	53
	Watched a local public meeting	Similar	34%	10	41	78
	Volunteered your time to some group/activity	Higher	47%	5	43	90
	Campaigned or advocated for a local issue, cause, or candidate	Higher	36%	2	43	97
	Voted in your most recent local election	Similar	82%	11	22	54
	Used public transportation instead of driving	Similar	25%	22	42	50
	Carpooled with other adults or children instead of driving alone	Higher	68%	1	43	100
	Walked or biked instead of driving	Much higher	84%	5	43	90
Please rate the quality of each of the following	Public information services	Similar	60%	31	43	30

Please rate the quality of each of the following services in Santa Cruz.

Economic development	Lower	31%	41	46	13
Traffic enforcement	Lower	36%	46	49	8
Traffic signal timing	Similar	45%	29	41	31
Street repair	Similar	36%	35	54	37
Street cleaning	Lower	47%	39	47	19
Street lighting	Similar	48%	33	44	27
Sidewalk maintenance	Similar	37%	37	47	23
Bus or transit services	Similar	45%	34	44	25
Land use, planning and zoning	Lower	28%	43	48	12
Code enforcement	Similar	34%	38	49	24
Affordable high-speed internet access	Similar	49%	10	22	59
Garbage collection	Similar	80%	36	48	27
Drinking water	Similar	71%	24	44	47
Sewer services	Similar	82%	22	45	53
Storm water management	Similar	71%	24	48	52
Power (electric and/or gas) utility	Lower	54%	35	37	8
Utility billing	Similar	56%	32	40	22
Police/Sheriff services	Much lower	46%	54	59	10
Crime prevention	Much lower	30%	46	49	8
Animal control	Similar	71%	21	44	54
Ambulance or emergency medical services	Lower	75%	40	44	11
Fire services	Similar	87%	37	47	23
Fire prevention and education	Similar	70%	31	42	28
Emergency preparedness	Similar	62%	23	47	53
Preservation of natural areas	Higher	77%	8	43	83
Santa Cruz open space	Similar	77%	12	42	73
Recycling	Similar	62%	33	45	28
Yard waste pick-up	Similar	78%	30	41	29
City parks	Similar	67%	32	45	31
Recreation programs or classes	Similar	75%	20	49	61
Recreation centers or facilities	Similar	60%	29	44	36

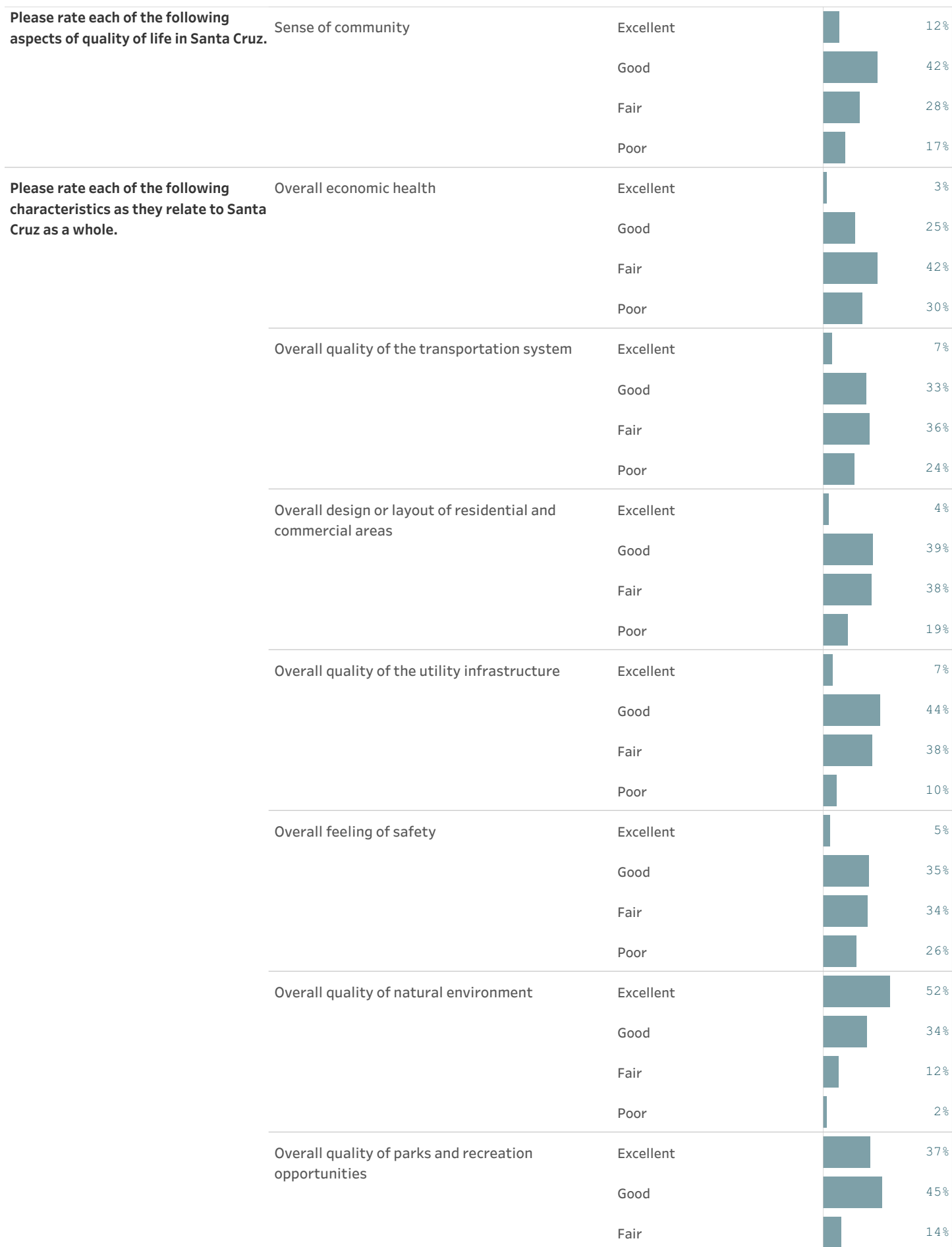
Please rate the quality of each of the following services in Santa Cruz.	Health services	Similar	56%	26	39	35
	Public library services	Similar	80%	38	52	28
	Overall customer service by Santa Cruz employees	Similar	70%	34	47	29
Please rate the following categories of Santa Cruz government performance.	The value of services for the taxes paid to Santa Cruz	Similar	35%	40	47	17
	The overall direction that Santa Cruz is taking	Lower	30%	44	47	8
	The job Santa Cruz government does at welcoming resident involve..	Similar	41%	38	46	19
	Overall confidence in Santa Cruz government	Lower	29%	40	43	9
	Generally acting in the best interest of the community	Lower	37%	38	42	11
	Being honest	Lower	41%	35	41	17
	Being open and transparent to the public	Similar	39%	17	22	27
	Informing residents about issues facing the community	Similar	37%	17	22	27
	Treating all residents fairly	Lower	39%	38	43	13
	Treating residents with respect	Lower	47%	18	22	22
Overall, how would you rate the quality of the services provided by each ..	The City of Santa Cruz	Lower	49%	49	55	12
	The Federal Government	Similar	36%	26	42	40
Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.	Overall economic health	Similar	85%	36	42	16
	Overall quality of the transportation system	Similar	78%	5	21	80
	Overall design or layout of residential and commercial areas	Similar	68%	37	42	14
	Overall quality of the utility infrastructure	Similar	77%	17	21	23
	Overall feeling of safety	Similar	79%	38	42	11
	Overall quality of natural environment	Similar	81%	7	42	85
	Overall quality of parks and recreation opportunities	Similar	71%	18	21	19
	Overall health and wellness opportunities	Similar	67%	33	42	23
	Overall opportunities for education, culture, and the arts	Similar	64%	37	42	14
	Residents' connection and engagement with their community	Similar	57%	41	42	4
In general, how many times do you:	Access the internet from your home	Similar	99%	2	21	95
	Access the internet from your cell phone	Similar	96%	1	21	100
	Visit social media sites	Similar	83%	4	21	85
	Use or check email	Similar	99%	1	21	100
	Share your opinions online	Similar	37%	4	21	85
	Shop online	Lower	48%	20	21	9

Please rate your overall health.	Similar	75%	4	43	93
What impact, if any, do you think the economy will have on your family..	Similar	22%	35	43	20

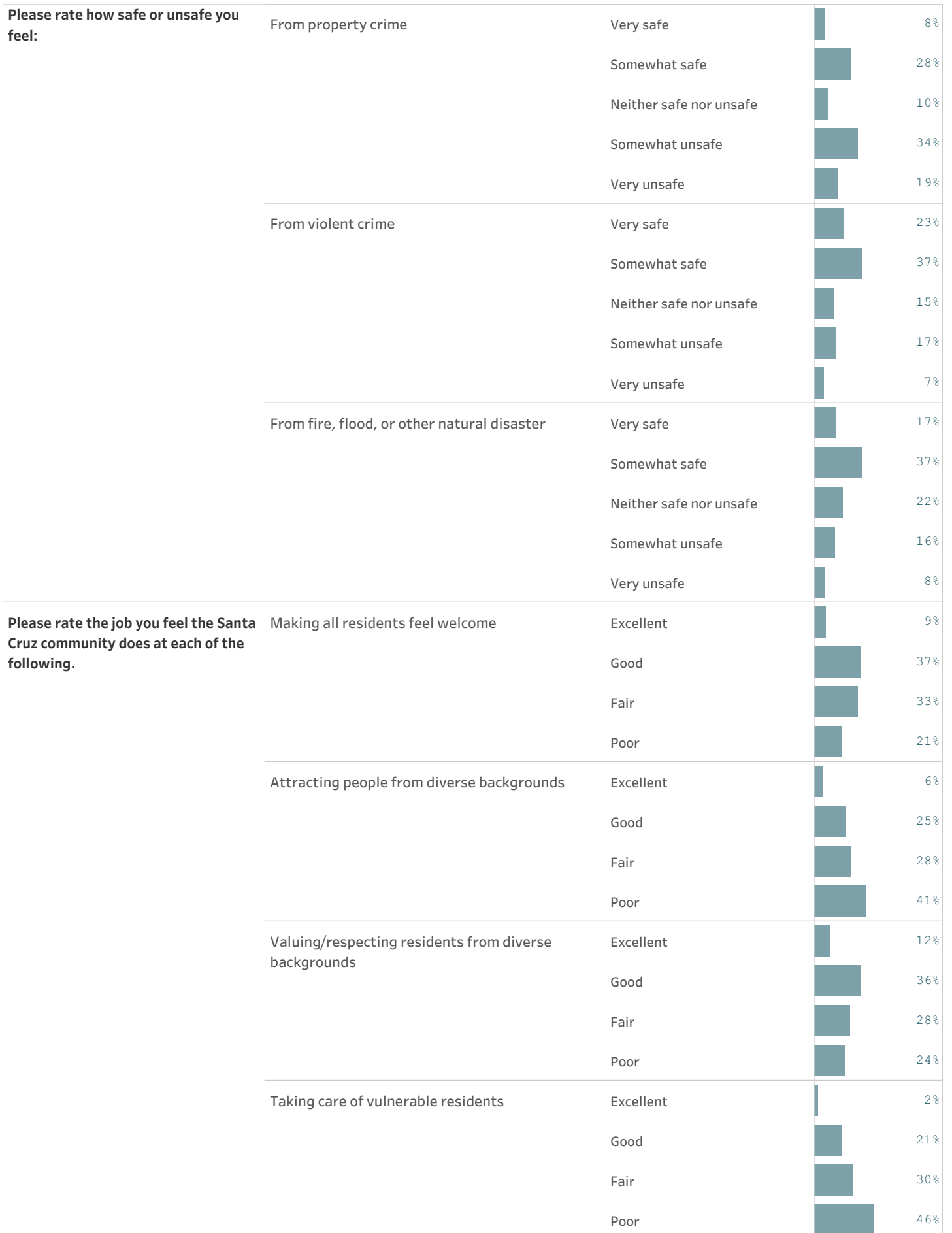
Complete set of frequencies

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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Santa Cruz.	Santa Cruz as a place to live	Excellent		29%
		Good		44%
		Fair		19%
		Poor		8%
	Your neighborhood as a place to live	Excellent		31%
		Good		42%
		Fair		23%
		Poor		4%
	Santa Cruz as a place to raise children	Excellent		16%
		Good		34%
		Fair		32%
		Poor		17%
	Santa Cruz as a place to work	Excellent		15%
		Good		32%
		Fair		35%
		Poor		18%
	Santa Cruz as a place to visit	Excellent		50%
		Good		39%
		Fair		8%
		Poor		3%
	Santa Cruz as a place to retire	Excellent		23%
		Good		31%
		Fair		26%
		Poor		20%
	The overall quality of life	Excellent		19%
		Good		45%
		Fair		26%
		Poor		10%



Please rate each of the following characteristics as they relate to Santa Cruz as a whole.	Overall quality of parks and recreation opportunities	Poor		5%
	Overall health and wellness opportunities	Excellent		29%
		Good		48%
		Fair		17%
		Poor		6%
	Overall opportunities for education, culture, and the arts	Excellent		30%
		Good		39%
		Fair		26%
		Poor		4%
	Residents' connection and engagement with their community	Excellent		14%
		Good		40%
		Fair		32%
		Poor		14%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Santa Cruz to someone who asks	Very likely		25%
		Somewhat likely		36%
		Somewhat unlikely		23%
		Very unlikely		17%
	Remain in Santa Cruz for the next five years	Very likely		46%
		Somewhat likely		21%
		Somewhat unlikely		16%
		Very unlikely		16%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		55%
		Somewhat safe		33%
		Neither safe nor unsafe		8%
		Somewhat unsafe		4%
		Very unsafe		0%
	In Santa Cruz's downtown/commercial area during the day	Very safe		36%
		Somewhat safe		30%
		Neither safe nor unsafe		15%
		Somewhat unsafe		13%
		Very unsafe		6%

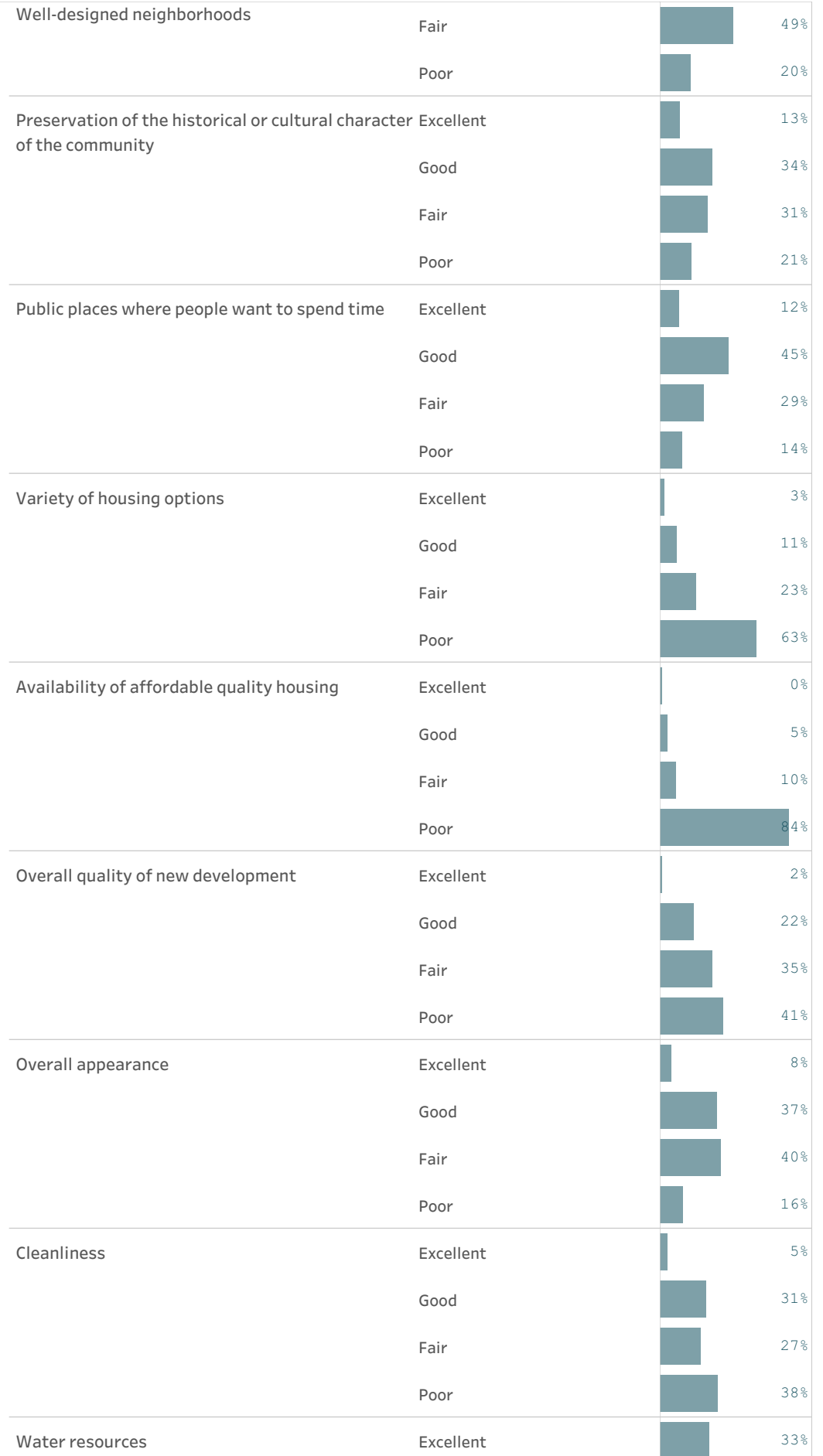


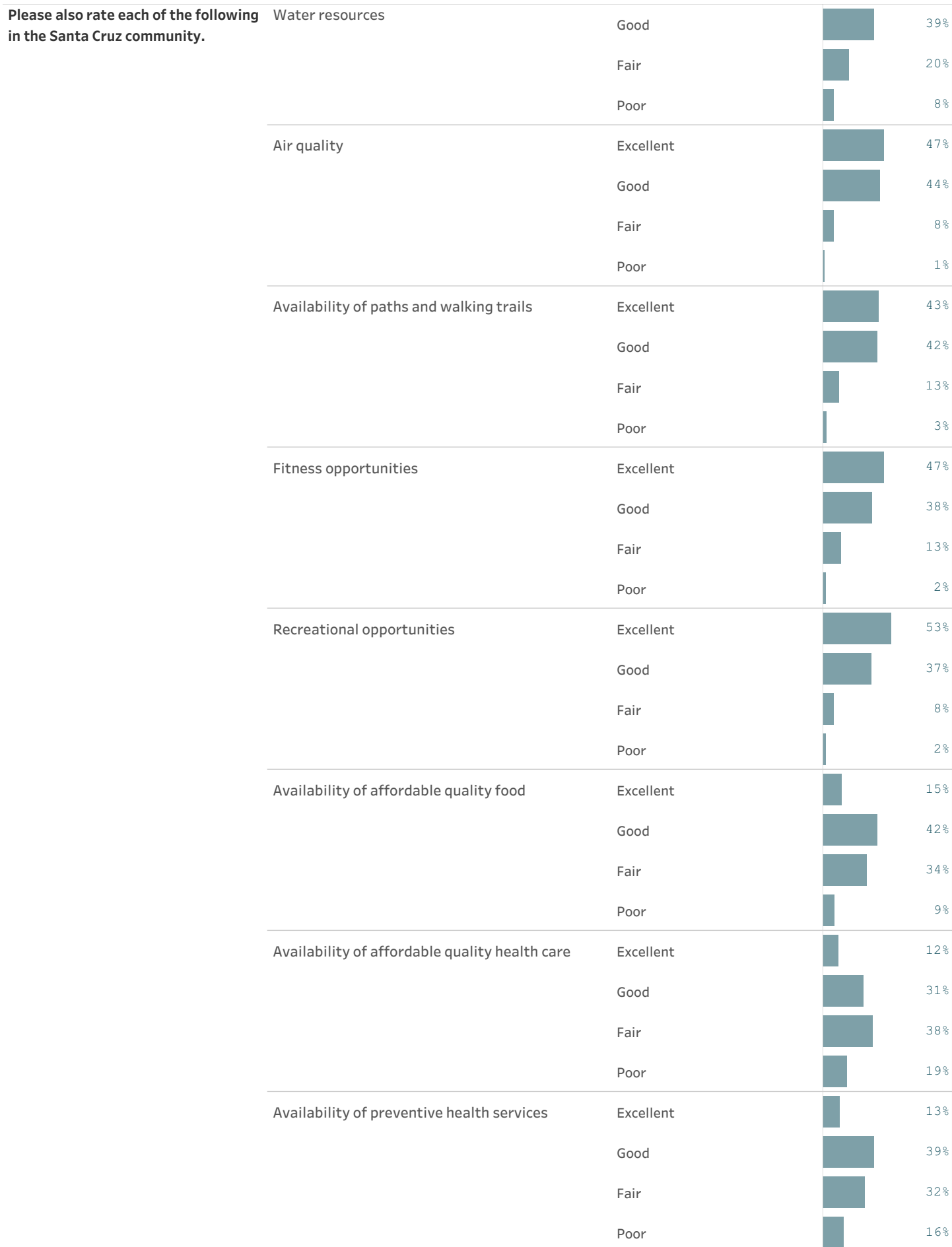
Please rate each of the following in the Santa Cruz community.	Overall quality of business and service establishments	Excellent		11%
		Good		49%
		Fair		34%
		Poor		6%
	Variety of business and service establishments	Excellent		8%
		Good		38%
		Fair		37%
		Poor		17%
	Vibrancy of downtown/commercial area	Excellent		7%
		Good		36%
		Fair		40%
		Poor		17%
	Employment opportunities	Excellent		6%
		Good		20%
		Fair		38%
		Poor		35%
	Shopping opportunities	Excellent		12%
		Good		31%
		Fair		37%
		Poor		20%
	Cost of living	Excellent		0%
		Good		4%
		Fair		16%
		Poor		80%
	Overall image or reputation	Excellent		11%
		Good		40%
		Fair		36%
		Poor		13%
Please also rate each of the following in the Santa Cruz community.	Traffic flow on major streets	Excellent		2%
		Good		22%
		Fair		38%

Please also rate each of the following in the Santa Cruz community.

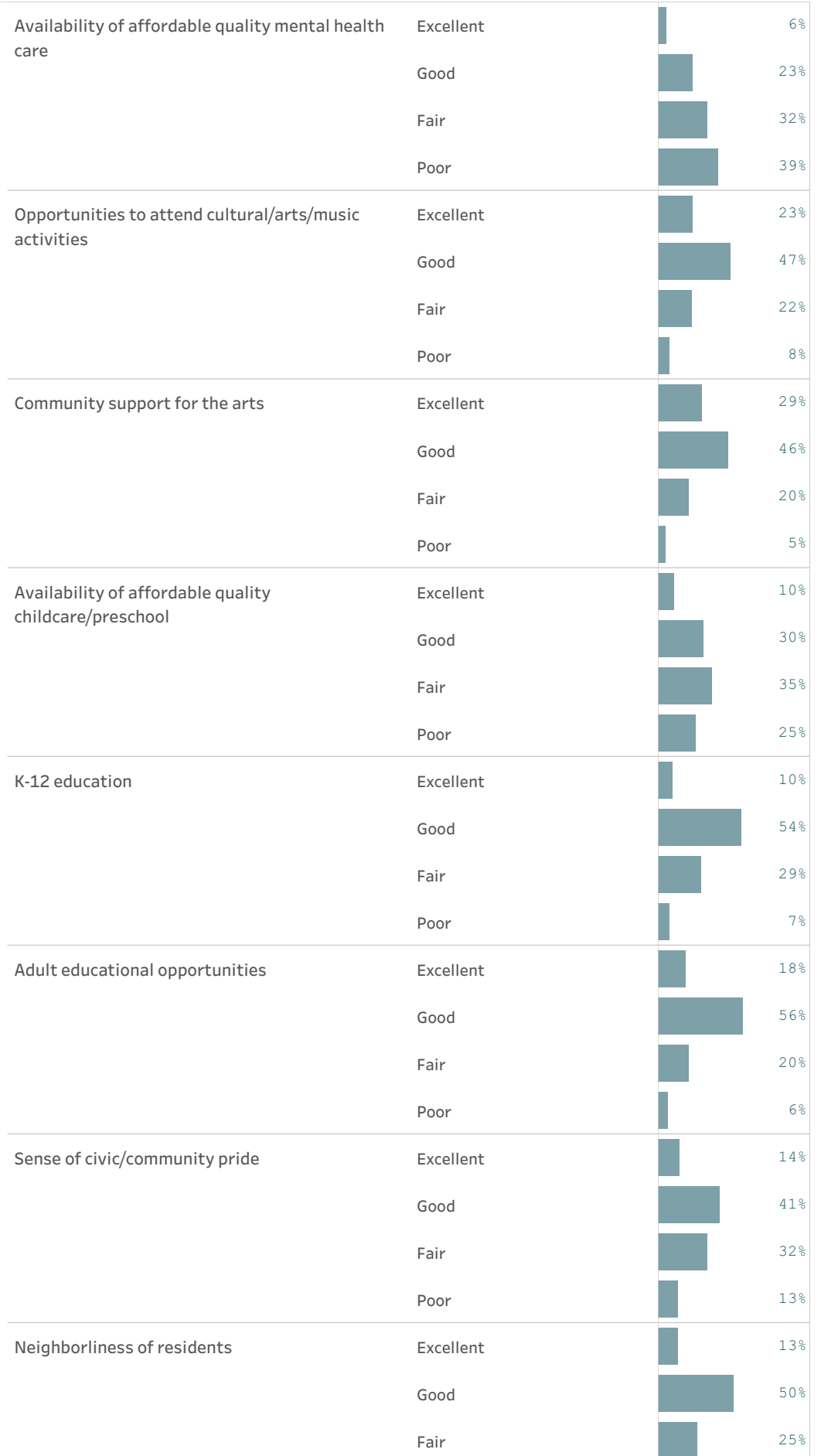
Traffic flow on major streets	Poor		39%
Ease of public parking	Excellent		11%
	Good		32%
	Fair		35%
	Poor		22%
Ease of travel by car	Excellent		7%
	Good		37%
	Fair		40%
	Poor		17%
Ease of travel by public transportation	Excellent		4%
	Good		22%
	Fair		48%
	Poor		26%
Ease of travel by bicycle	Excellent		19%
	Good		45%
	Fair		24%
	Poor		12%
Ease of walking	Excellent		24%
	Good		46%
	Fair		24%
	Poor		6%
Well-planned residential growth	Excellent		1%
	Good		17%
	Fair		26%
	Poor		55%
Well-planned commercial growth	Excellent		4%
	Good		19%
	Fair		36%
	Poor		41%
Well-designed neighborhoods	Excellent		5%
	Good		27%

Please also rate each of the following in the Santa Cruz community.

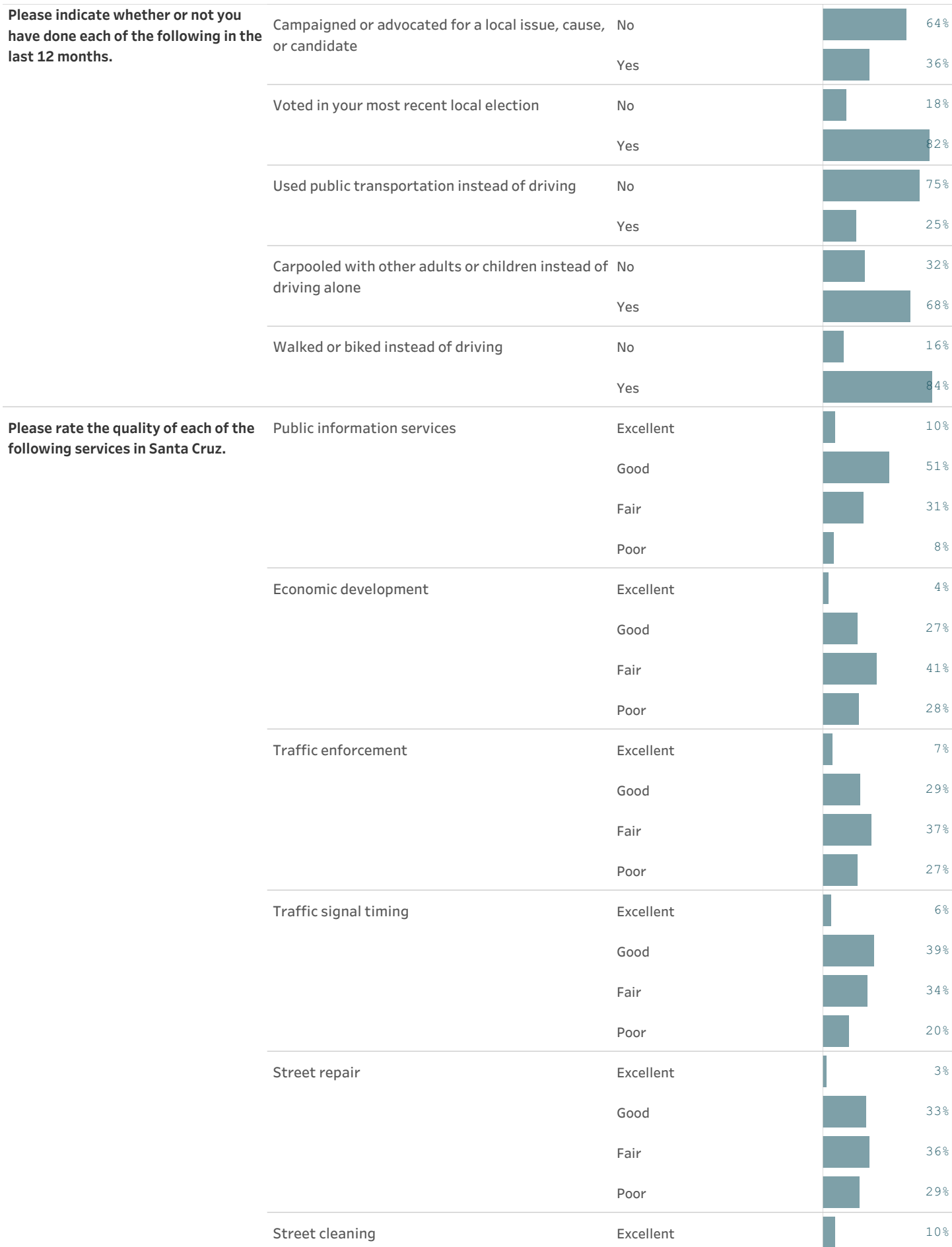




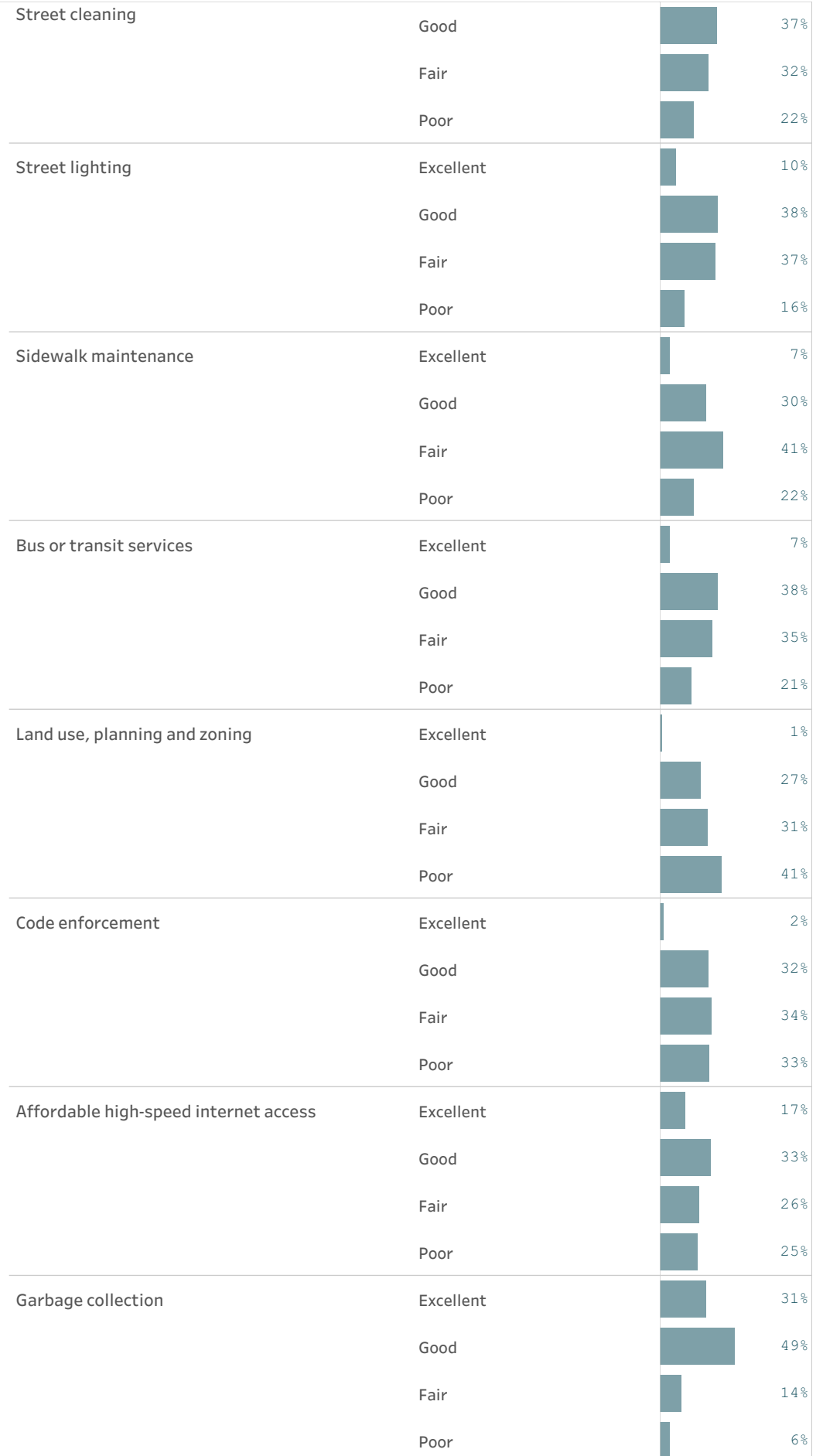
Please also rate each of the following in the Santa Cruz community.



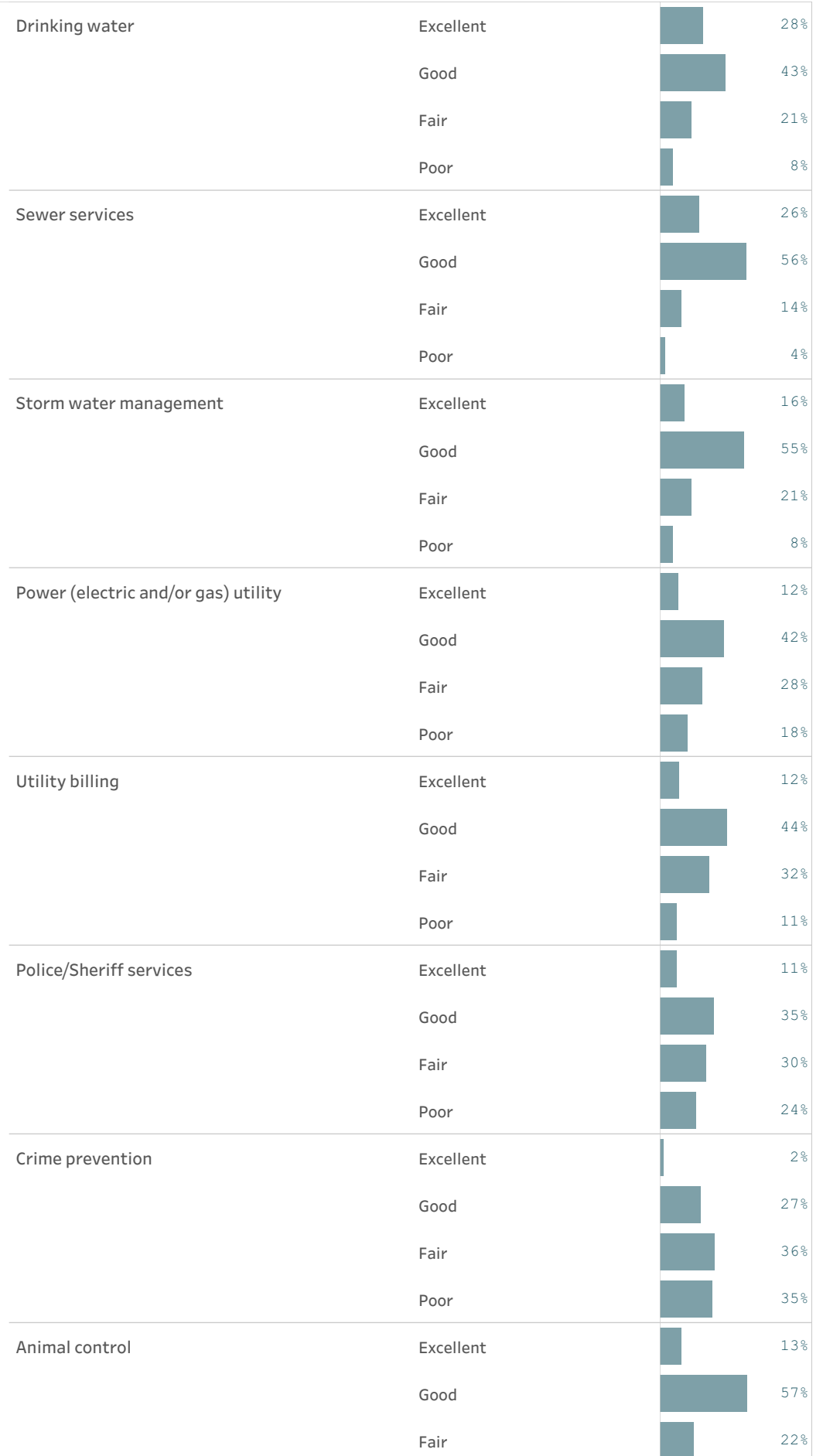
Please also rate each of the following in the Santa Cruz community.	Neighborliness of residents	Poor		12%
	Opportunities to participate in social events and activities	Excellent		16%
		Good		50%
		Fair		26%
		Poor		8%
	Opportunities to attend special events and festivals	Excellent		17%
		Good		54%
		Fair		19%
		Poor		10%
	Opportunities to volunteer	Excellent		29%
		Good		56%
		Fair		10%
		Poor		5%
	Opportunities to participate in community matters	Excellent		16%
		Good		50%
		Fair		19%
		Poor		15%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		14%
		Good		42%
		Fair		28%
		Poor		16%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Santa Cruz for help or information	No		43%
		Yes		57%
	Contacted Santa Cruz elected officials to express your opinion	No		75%
		Yes		25%
	Attended a local public meeting	No		79%
		Yes		21%
	Watched a local public meeting	No		67%
		Yes		33%
	Volunteered your time to some group/activity	No		54%
		Yes		46%



Please rate the quality of each of the following services in Santa Cruz.



Please rate the quality of each of the following services in Santa Cruz.



Please rate the quality of each of the following services in Santa Cruz.	Animal control	Poor		7%
	Ambulance or emergency medical services	Excellent		19%
		Good		57%
		Fair		20%
		Poor		5%
		Fire services	Excellent	
	Fire services	Good		53%
		Fair		10%
		Poor		3%
		Fire prevention and education	Excellent	
	Good			47%
	Fair			14%
	Poor			16%
Emergency preparedness	Excellent		12%	
	Good		50%	
	Fair		21%	
	Poor		17%	
Preservation of natural areas	Excellent		32%	
	Good		45%	
	Fair		17%	
	Poor		7%	
Santa Cruz open space	Excellent		27%	
	Good		50%	
	Fair		15%	
	Poor		8%	
Recycling	Excellent		19%	
	Good		43%	
	Fair		23%	
	Poor		14%	
Yard waste pick-up	Excellent		24%	
	Good		54%	

Please rate the quality of each of the following services in Santa Cruz.	Yard waste pick-up	Fair		14%
		Poor		8%
	City parks	Excellent		22%
		Good		46%
		Fair		22%
		Poor		11%
	Recreation programs or classes	Excellent		22%
		Good		53%
		Fair		18%
		Poor		7%
	Recreation centers or facilities	Excellent		19%
		Good		41%
		Fair		28%
		Poor		12%
	Health services	Excellent		9%
		Good		47%
		Fair		33%
		Poor		11%
	Public library services	Excellent		31%
		Good		49%
		Fair		14%
		Poor		6%
	Overall customer service by Santa Cruz employees	Excellent		19%
		Good		51%
		Fair		20%
		Poor		11%
Please rate the following categories of Santa Cruz government performance.	The value of services for the taxes paid to Santa Cruz	Excellent		7%
		Good		28%
		Fair		31%
		Poor		34%
	The overall direction that Santa Cruz is taking	Excellent		5%

Please rate the following categories of Santa Cruz government performance.	The overall direction that Santa Cruz is taking	Good		25%
		Fair		31%
		Poor		39%
	The job Santa Cruz government does at welcoming resident involvement	Excellent		8%
		Good		32%
		Fair		29%
		Poor		30%
	Overall confidence in Santa Cruz government	Excellent		5%
		Good		24%
		Fair		33%
		Poor		38%
	Generally acting in the best interest of the community	Excellent		5%
		Good		32%
		Fair		28%
		Poor		36%
	Being honest	Excellent		6%
		Good		35%
		Fair		32%
		Poor		27%
	Being open and transparent to the public	Excellent		6%
		Good		33%
		Fair		33%
		Poor		28%
	Informing residents about issues facing the community	Excellent		10%
		Good		27%
		Fair		34%
		Poor		28%
	Treating all residents fairly	Excellent		9%
		Good		30%
		Fair		25%
		Poor		35%

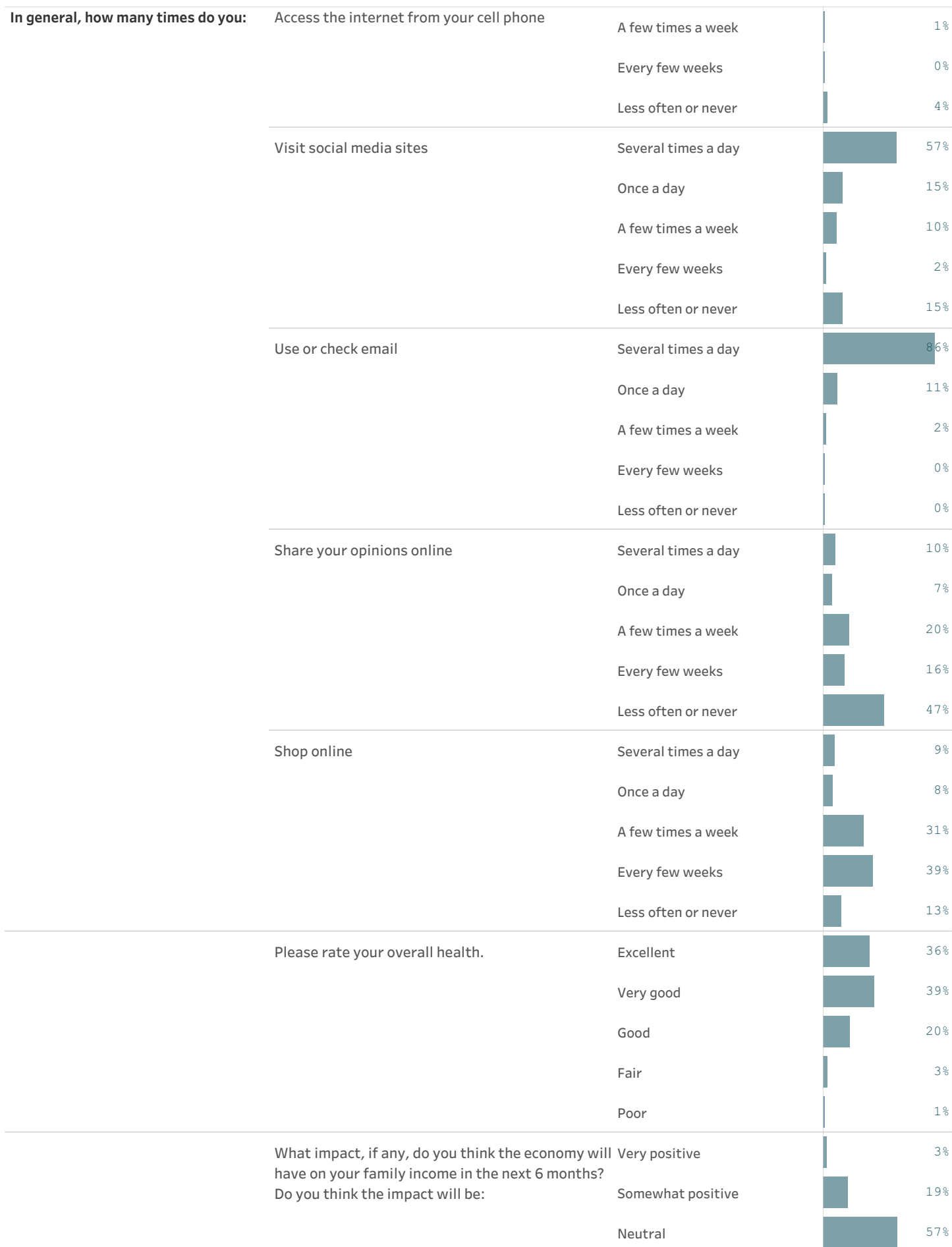
Please rate the following categories of Santa Cruz government performance.	Treating residents with respect	Excellent		10%
		Good		37%
		Fair		28%
		Poor		24%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Santa Cruz	Excellent		10%
		Good		39%
		Fair		33%
		Poor		17%
	The Federal Government	Excellent		4%
		Good		32%
		Fair		38%
		Poor		26%
Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.	Overall economic health	Essential		41%
		Very important		45%
		Somewhat important		11%
		Not at all important		4%
	Overall quality of the transportation system	Essential		39%
		Very important		40%
		Somewhat important		18%
		Not at all important		3%
	Overall design or layout of residential and commercial areas	Essential		27%
		Very important		42%
		Somewhat important		28%
		Not at all important		4%
	Overall quality of the utility infrastructure	Essential		41%
		Very important		36%
		Somewhat important		23%
		Not at all important		0%
	Overall feeling of safety	Essential		49%
		Very important		30%
		Somewhat important		17%

Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.	Overall feeling of safety	Not at all important		4%
	Overall quality of natural environment	Essential		50%
		Very important		31%
		Somewhat important		17%
		Not at all important		2%
	Overall quality of parks and recreation opportunities	Essential		32%
		Very important		39%
		Somewhat important		27%
		Not at all important		3%
	Overall health and wellness opportunities	Essential		26%
		Very important		41%
		Somewhat important		30%
		Not at all important		3%
	Overall opportunities for education, culture, and the arts	Essential		26%
		Very important		38%
		Somewhat important		34%
		Not at all important		3%
	Residents' connection and engagement with their community	Essential		19%
		Very important		38%
		Somewhat important		39%
		Not at all important		4%
Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?	Addressing the impacts of climate change	Strongly support		63%
		Somewhat support		26%
		Somewhat oppose		5%
		Strongly oppose		6%
	Increasing the City's assured water supply	Strongly support		60%
		Somewhat support		35%
		Somewhat oppose		4%
		Strongly oppose		2%
	Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other services	Strongly support		59%
		Somewhat support		23%

Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?	Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other services	Somewhat oppose		10%
		Strongly oppose		7%
	Outreach and case management services for the unhoused	Strongly support		57%
		Somewhat support		28%
		Somewhat oppose		9%
		Strongly oppose		6%
	Developing affordable housing for low and moderate income households	Strongly support		61%
		Somewhat support		25%
		Somewhat oppose		9%
		Strongly oppose		6%
	Mitigating the risk of wildfires in our open space and natural areas	Strongly support		61%
		Somewhat support		31%
		Somewhat oppose		5%
		Strongly oppose		2%
	Maintaining the City's streets, roads, sidewalks and other public facilities	Strongly support		46%
		Somewhat support		46%
		Somewhat oppose		7%
		Strongly oppose		1%
	Maintaining our parks, open spaces and recreational facilities	Strongly support		53%
		Somewhat support		41%
		Somewhat oppose		6%
		Strongly oppose		1%
	Funding for arts programs	Strongly support		26%
		Somewhat support		48%
		Somewhat oppose		17%
		Strongly oppose		8%
	Mental health crisis response services	Strongly support		63%
		Somewhat support		29%
		Somewhat oppose		5%
		Strongly oppose		3%
	Ensuring the City's financial stability during downturns	Strongly support		38%

Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?	Ensuring the City's financial stability during downturns	Somewhat support		46%
		Somewhat oppose		11%
		Strongly oppose		4%
	Recruiting businesses and jobs to Santa Cruz	Strongly support		36%
		Somewhat support		42%
		Somewhat oppose		14%
		Strongly oppose		8%
	Improving Downtown Santa Cruz	Strongly support		42%
		Somewhat support		40%
		Somewhat oppose		15%
		Strongly oppose		4%
	Increasing police resources to control crime	Strongly support		27%
		Somewhat support		28%
		Somewhat oppose		16%
		Strongly oppose		29%
	Increasing sustainable transportation options (e.g., bus, bikeshare)	Strongly support		41%
		Somewhat support		40%
		Somewhat oppose		13%
		Strongly oppose		6%
	Job training programs	Strongly support		25%
		Somewhat support		52%
		Somewhat oppose		17%
		Strongly oppose		6%
	Support for local businesses	Strongly support		38%
		Somewhat support		50%
		Somewhat oppose		9%
		Strongly oppose		3%
	Improving communication and community engagement	Strongly support		27%
		Somewhat support		57%
		Somewhat oppose		11%
		Strongly oppose		5%

Please rate how important, if at all, each of the following are for the City of Santa Cruz to focus on to help address the impacts of and assist people experiencing homelessness:	Create affordable housing opportunities	Essential		58%
		Very important		19%
		Somewhat important		16%
		Not at all important		6%
	Provide emergency shelter	Essential		42%
		Very important		34%
		Somewhat important		17%
		Not at all important		6%
	Offer outreach and case management services	Essential		47%
		Very important		31%
		Somewhat important		16%
		Not at all important		6%
	Provide access to hygiene services, storage, clean-up, and other services	Essential		47%
		Very important		26%
		Somewhat important		21%
		Not at all important		6%
	Partner with Santa Cruz County, non-profits, and health care providers that provide services to people experiencing homelessness	Essential		54%
		Very important		30%
		Somewhat important		12%
		Not at all important		4%
	Increase enforcement of the City's time, place and manner laws for camping	Essential		44%
		Very important		16%
		Somewhat important		15%
		Not at all important		26%
In general, how many times do you:	Access the internet from your home	Several times a day		94%
		Once a day		2%
		A few times a week		3%
		Every few weeks		1%
		Less often or never		0%
	Access the internet from your cell phone	Several times a day		89%
		Once a day		5%



	What impact, if any, do you think the economy will have on your family income in the next 6 months?	Somewhat negative		17%
	Do you think the impact will be:	Very negative		3%
	How many years have you lived in Santa Cruz?	Less than 2 years		17%
		2-5 years		18%
		6-10 years		17%
		11-20 years		18%
		More than 20 years		29%
	Which best describes the building you live in?	One family house detached from any other houses		53%
		Building with two or more homes (duplex, townhome, apa..		44%
		Mobile home		0%
		Other		3%
	Do you rent or own your home?	Rent		53%
		Own		47%
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)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		2%
		\$500 to \$999		4%
		\$1,000 to \$1,499		10%
		\$1,500 to \$1,999		22%
		\$2,000 to \$2,499		21%
		\$2,500 to \$2,999		13%
		\$3,000 to \$3,499		9%
		\$3,500 or more		19%
			Do any children 17 or under live in your household?	No
Yes				20%
	Are you or any other members of your household aged 65 or older?	No		80%
		Yes		20%
	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		9%
		\$25,000 to \$49,999		12%
		\$50,000 to \$74,999		14%
		\$75,000 to \$99,999		18%
		\$100,000 to \$149,999		16%
		\$150,000 or more		31%

Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		81%
		Yes, I consider myself to be Spanish, Hispanic, or Latino		19%
	What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		1%
		Asian, Asian Indian, or Pacific Islander		11%
		Black or African American		1%
		White		84%
		Other		12%
	In which category is your age?	18-24 years		9%
		25-34 years		43%
		35-44 years		6%
		45-54 years		17%
		55-64 years		9%
		65-74 years		11%
		75 years or older		5%
	What is your gender?	Female		49%
		Male		47%
		Identify in another way		5%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of Santa Cruz conducted a survey of 474 residents. Survey invitations were mailed to randomly selected households and data were collected from October 1st, 2021 to November 19th, 2021. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Santa Cruz. The open participation survey was identical to the probability sample survey with one small update; it included a question about where they heard about the survey. The open participation survey was open to all city residents and became available on November 5th, 2021. The survey remained open for two weeks and there were 393 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2010 Census and 2019 American Community Survey estimates for adults in the City of Santa Cruz. 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.* The results of the weighting scheme for the open participation survey are presented in the following table.

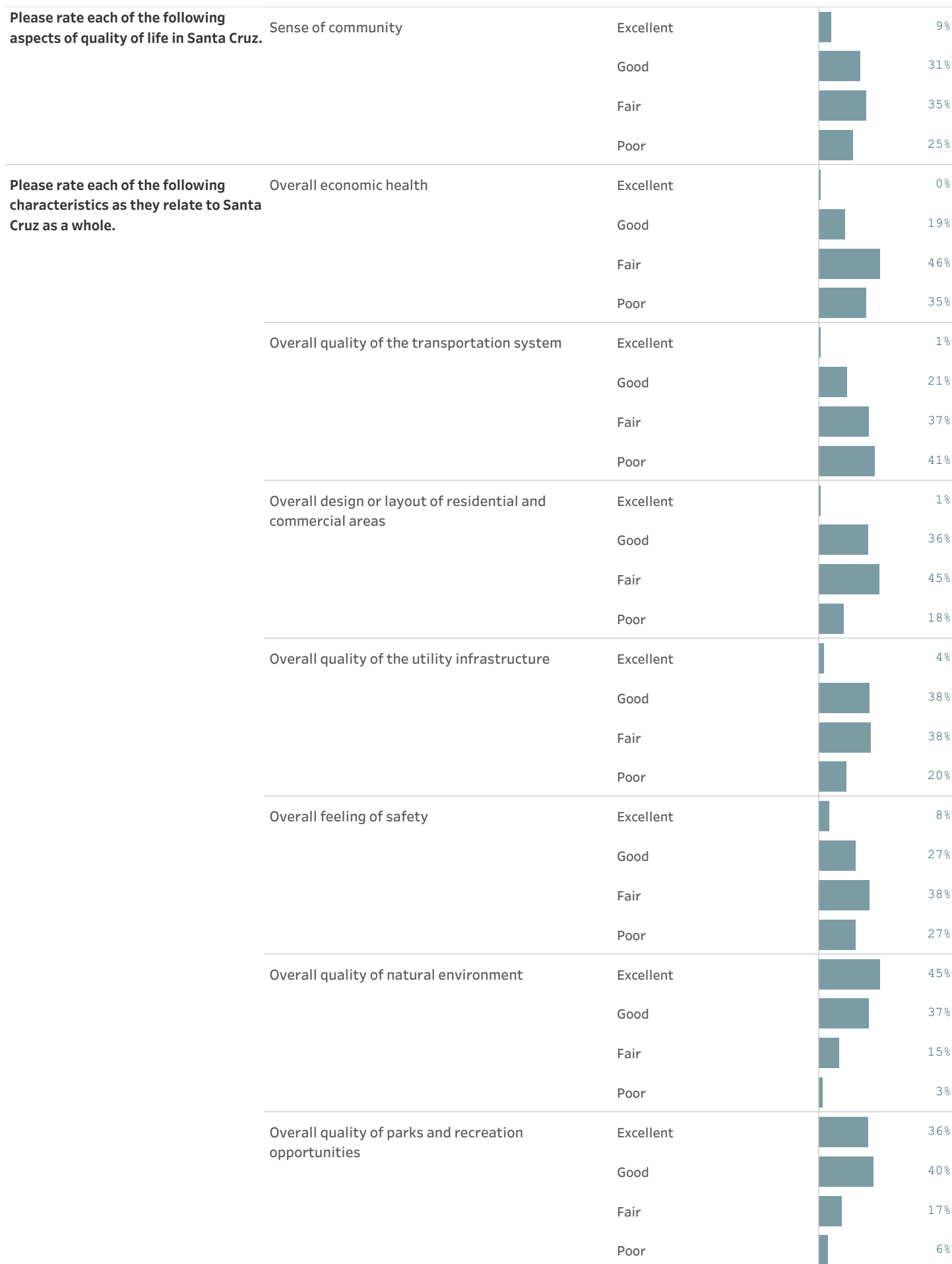
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	5%	27%	51%
	35-54	26%	34%	23%
	55+	69%	39%	26%
Hispanic	No, not Spanish, Hispanic, or Latino	93%	81%	81%
	Yes, I consider myself to be Spanish, Hispana..	7%	19%	19%
Housing type	Attached	19%	45%	45%
	Detached	81%	55%	55%
race	Not white	14%	26%	26%
	White	86%	74%	74%
Race/ethnicity	Not white alone	19%	41%	37%
	White alone, not Hispanic or Latino	81%	59%	63%
Sex	Female	66%	50%	51%
	Male	34%	50%	49%
Sex/age	Female 18-34	2%	12%	26%
	Female 35-54	18%	17%	12%
	Female 55+	46%	20%	14%
	Male 18-34	3%	14%	25%
	Male 35-54	8%	18%	12%
	Male 55+	23%	18%	12%
Tenure	Own	82%	47%	47%
	Rent	18%	53%	53%

Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Please rate each of the following aspects of quality of life in Santa Cruz.	Santa Cruz as a place to live	Excellent		14%
		Good		47%
		Fair		32%
		Poor		8%
	Your neighborhood as a place to live	Excellent		26%
		Good		53%
		Fair		17%
		Poor		4%
	Santa Cruz as a place to raise children	Excellent		9%
		Good		36%
		Fair		32%
		Poor		22%
	Santa Cruz as a place to work	Excellent		9%
		Good		27%
		Fair		38%
		Poor		26%
	Santa Cruz as a place to visit	Excellent		29%
		Good		49%
		Fair		18%
		Poor		4%
	Santa Cruz as a place to retire	Excellent		13%
		Good		21%
		Fair		24%
		Poor		42%
	The overall quality of life	Excellent		9%
		Good		41%
		Fair		39%
		Poor		11%

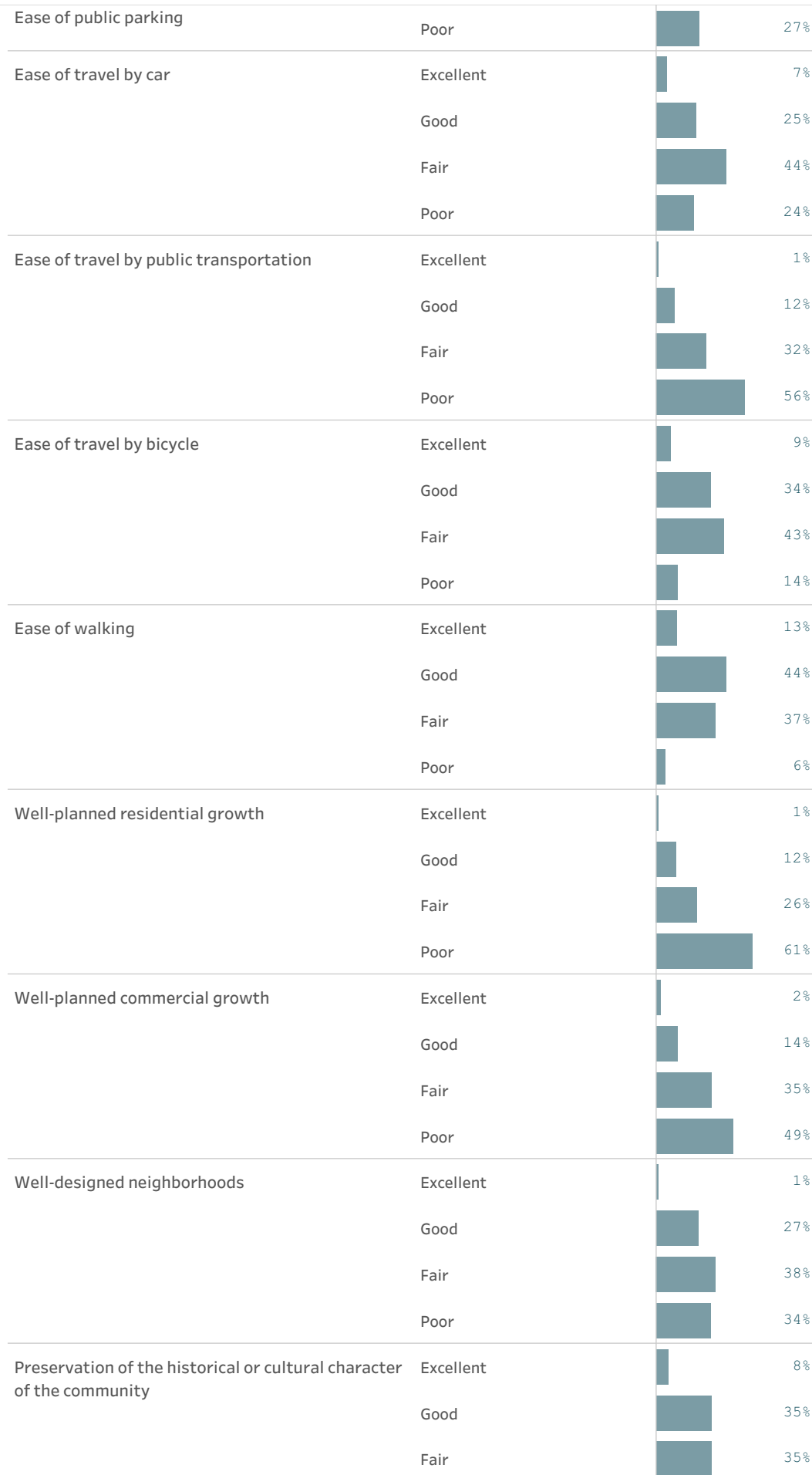


Please rate each of the following characteristics as they relate to Santa Cruz as a whole.	Overall health and wellness opportunities	Excellent		28%
		Good		44%
		Fair		20%
		Poor		8%
	Overall opportunities for education, culture, and the arts	Excellent		21%
		Good		46%
		Fair		25%
		Poor		8%
	Residents' connection and engagement with their community	Excellent		9%
		Good		41%
		Fair		37%
		Poor		12%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Santa Cruz to someone who asks	Very likely		14%
		Somewhat likely		28%
		Somewhat unlikely		26%
		Very unlikely		33%
	Remain in Santa Cruz for the next five years	Very likely		44%
		Somewhat likely		23%
		Somewhat unlikely		18%
		Very unlikely		16%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		55%
		Somewhat safe		29%
		Neither safe nor unsafe		6%
		Somewhat unsafe		9%
		Very unsafe		1%
	In Santa Cruz's downtown/commercial area during the day	Very safe		34%
		Somewhat safe		29%
		Neither safe nor unsafe		12%
		Somewhat unsafe		17%
		Very unsafe		8%
	From property crime	Very safe		13%
		Somewhat safe		20%

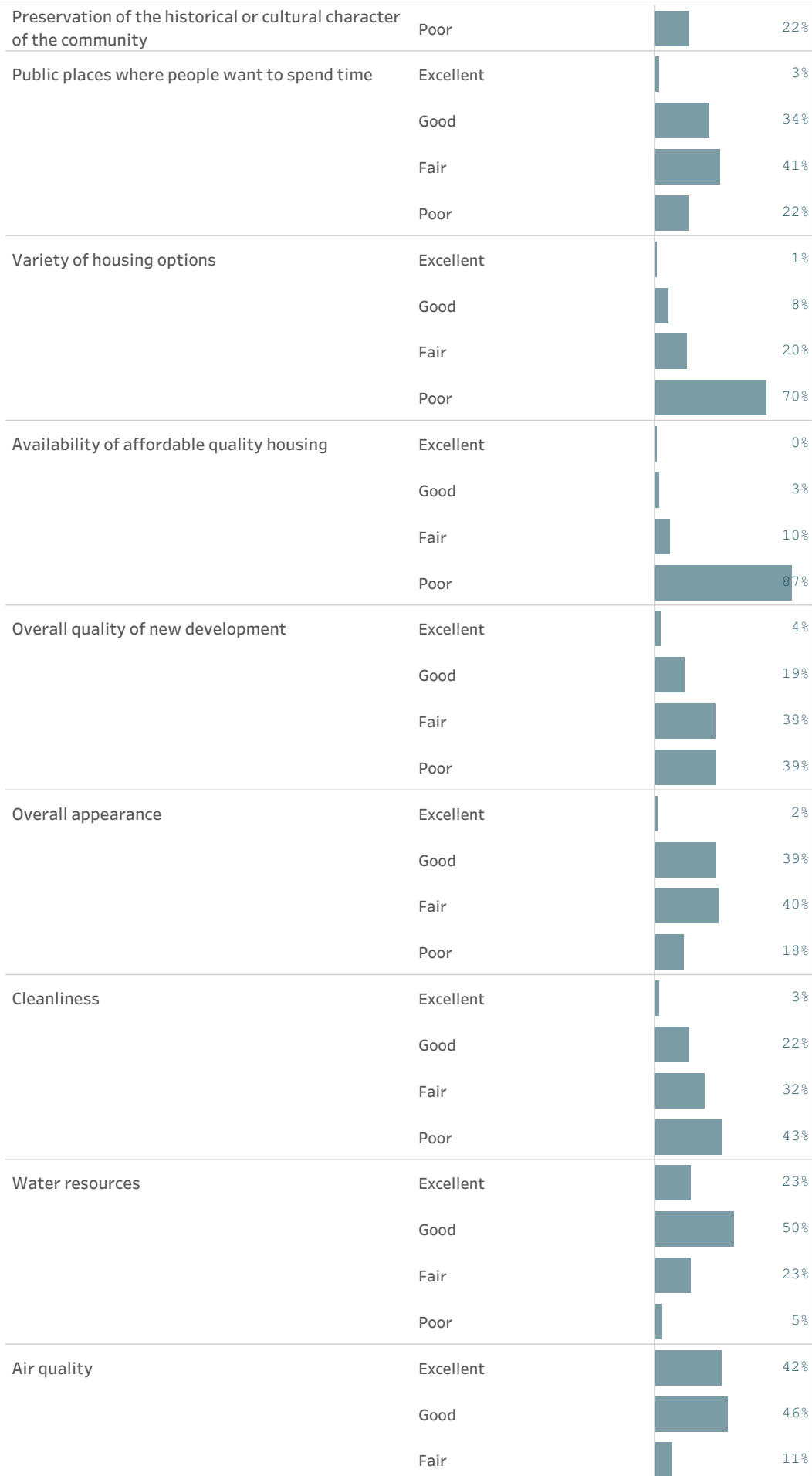
Please rate how safe or unsafe you feel:	From property crime	Neither safe nor unsafe		12%
		Somewhat unsafe		26%
		Very unsafe		29%
	From violent crime	Very safe		26%
		Somewhat safe		36%
		Neither safe nor unsafe		8%
		Somewhat unsafe		22%
		Very unsafe		8%
	From fire, flood, or other natural disaster	Very safe		14%
		Somewhat safe		38%
		Neither safe nor unsafe		23%
		Somewhat unsafe		18%
		Very unsafe		7%
Please rate the job you feel the Santa Cruz community does at each of the following.	Making all residents feel welcome	Excellent		5%
		Good		28%
		Fair		36%
		Poor		30%
	Attracting people from diverse backgrounds	Excellent		5%
		Good		16%
		Fair		28%
		Poor		50%
	Valuing/respecting residents from diverse backgrounds	Excellent		10%
		Good		21%
		Fair		39%
		Poor		29%
	Taking care of vulnerable residents	Excellent		5%
		Good		9%
		Fair		23%
		Poor		63%
Please rate each of the following in the Santa Cruz community.	Overall quality of business and service establishments	Excellent		7%
		Good		43%
		Fair		44%

Please rate each of the following in the Santa Cruz community.	Overall quality of business and service establishments	Poor		6%
	Variety of business and service establishments	Excellent		4%
		Good		28%
		Fair		54%
		Poor		13%
	Vibrancy of downtown/commercial area	Excellent		6%
		Good		24%
		Fair		39%
		Poor		31%
	Employment opportunities	Excellent		0%
		Good		12%
		Fair		41%
		Poor		47%
	Shopping opportunities	Excellent		3%
		Good		34%
		Fair		48%
		Poor		15%
	Cost of living	Excellent		0%
		Good		3%
		Fair		15%
		Poor		81%
	Overall image or reputation	Excellent		6%
		Good		31%
		Fair		43%
		Poor		20%
Please also rate each of the following in the Santa Cruz community.	Traffic flow on major streets	Excellent		1%
		Good		14%
		Fair		38%
		Poor		47%
	Ease of public parking	Excellent		11%
		Good		22%
		Fair		40%

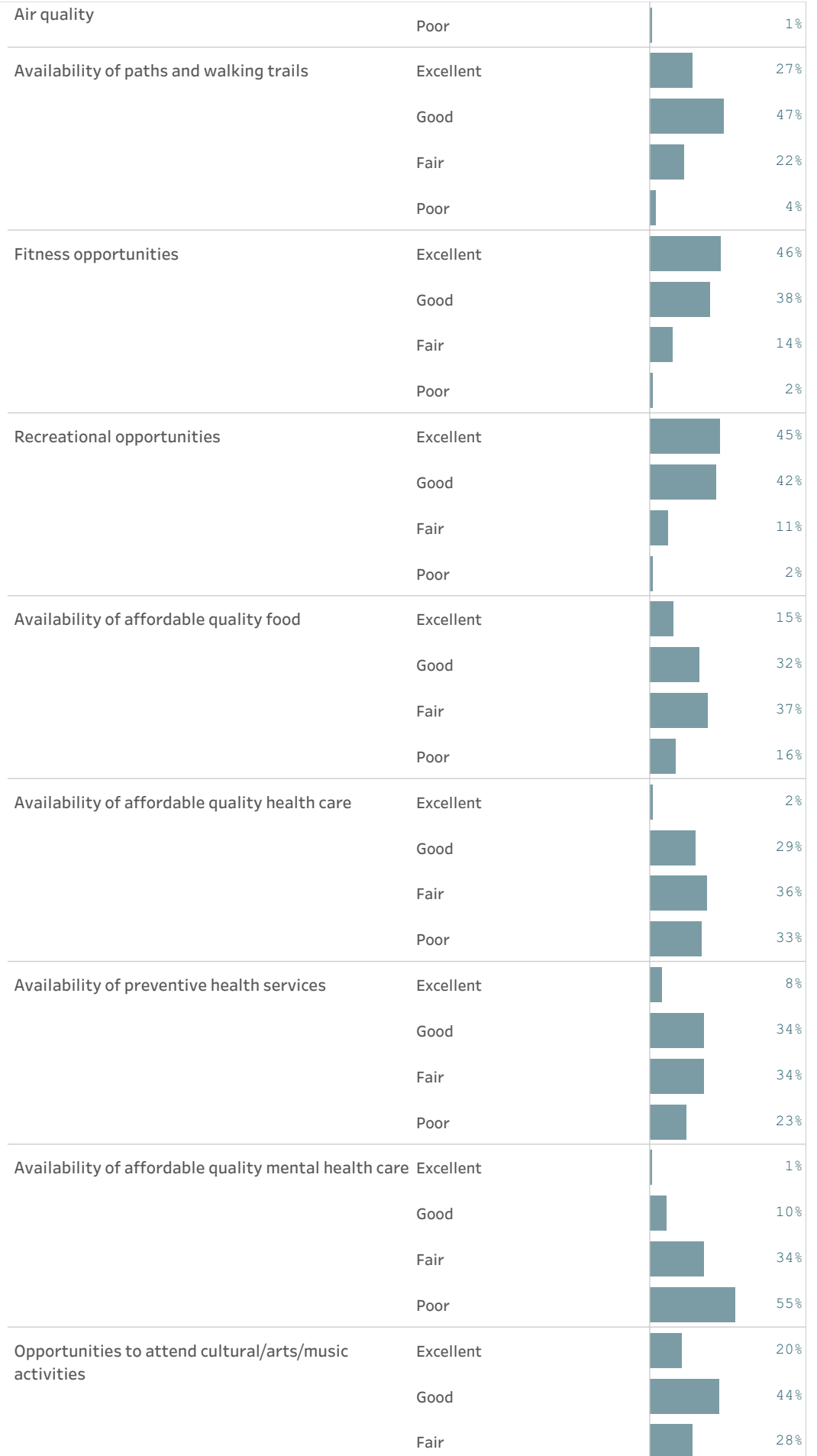
Please also rate each of the following in the Santa Cruz community.

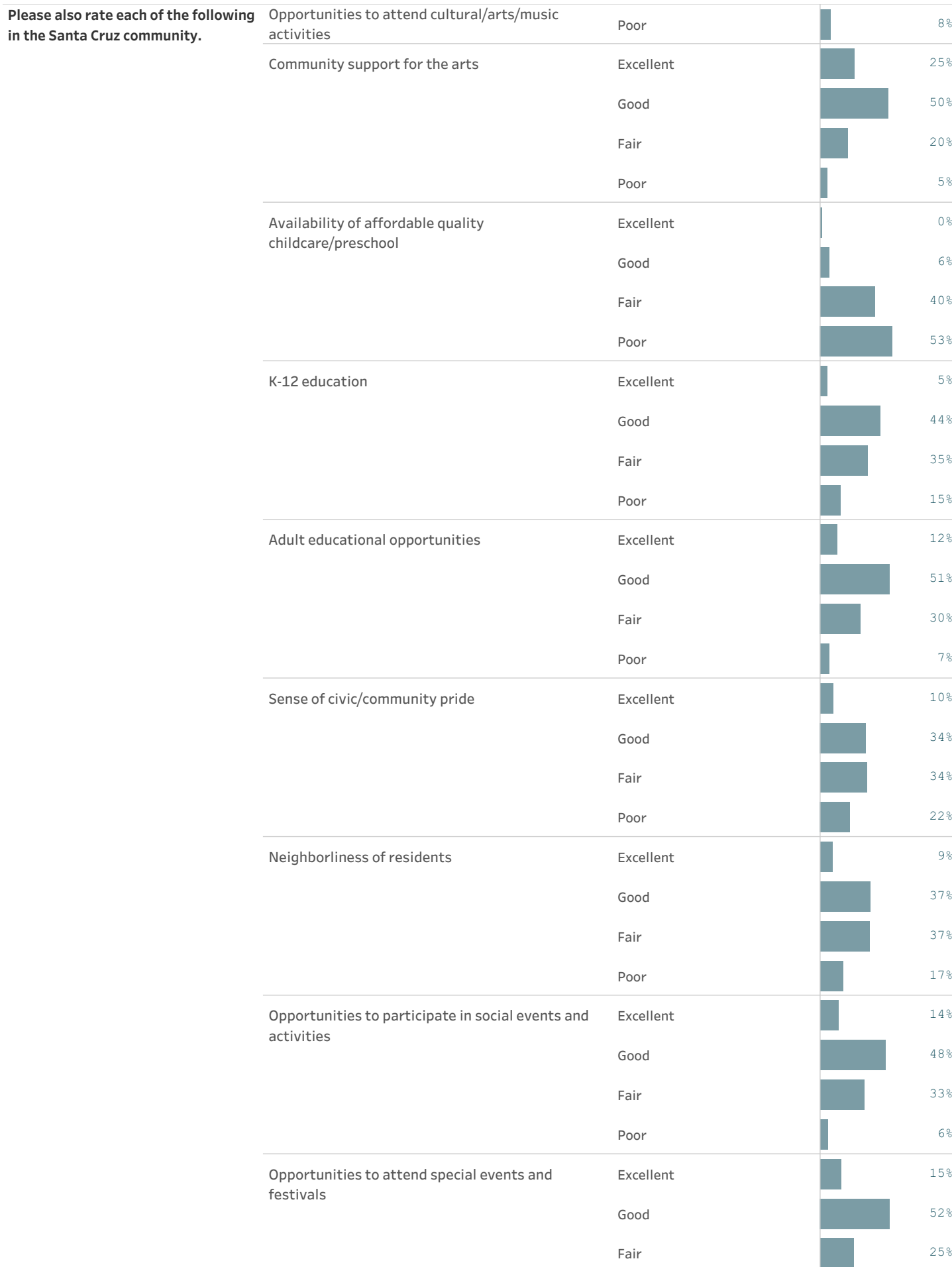


Please also rate each of the following in the Santa Cruz community.



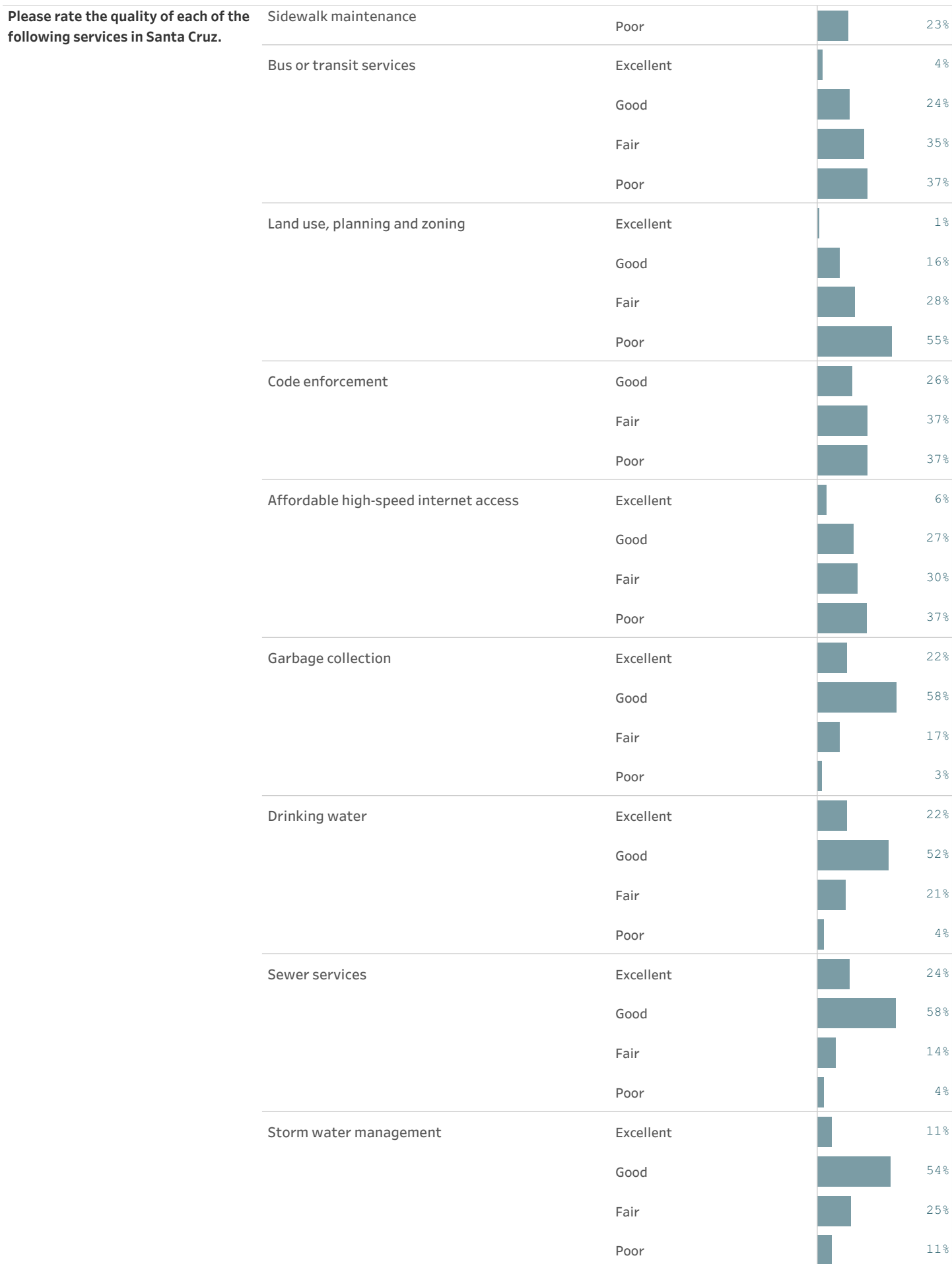
Please also rate each of the following in the Santa Cruz community.



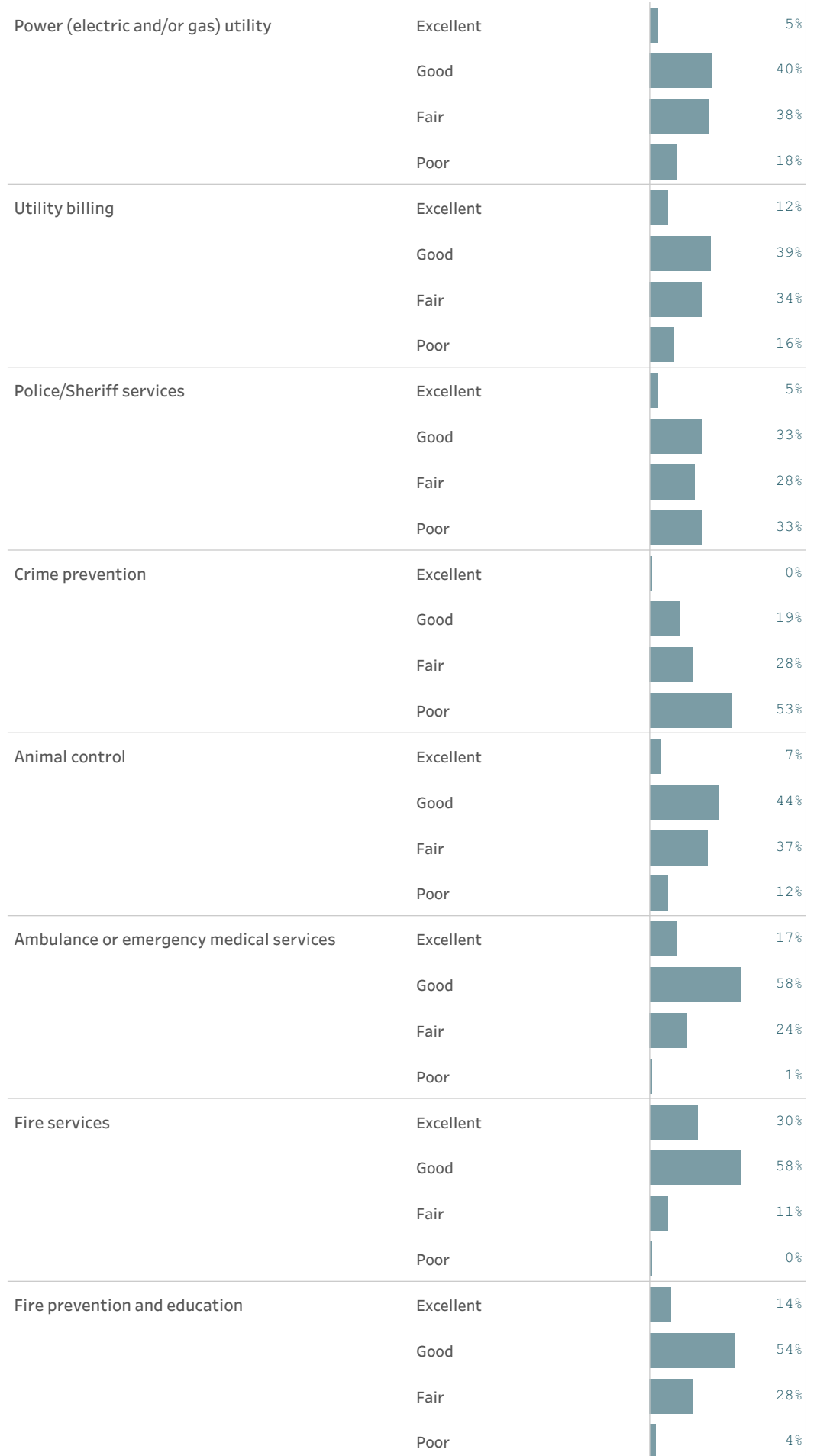


Please also rate each of the following in the Santa Cruz community.	Opportunities to attend special events and festivals	Poor		8%
	Opportunities to volunteer	Excellent		26%
		Good		54%
		Fair		16%
		Poor		4%
	Opportunities to participate in community matters	Excellent		13%
		Good		49%
		Fair		25%
		Poor		13%
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		11%
		Good		22%
		Fair		34%
		Poor		33%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Santa Cruz for help or information	No		37%
		Yes		63%
	Contacted Santa Cruz elected officials to express your opinion	No		39%
		Yes		61%
	Attended a local public meeting	No		48%
		Yes		52%
	Watched a local public meeting	No		36%
		Yes		64%
	Volunteered your time to some group/activity	No		29%
		Yes		71%
	Campaigned or advocated for a local issue, cause, or candidate	No		44%
		Yes		56%
	Voted in your most recent local election	No		7%
		Yes		93%
	Used public transportation instead of driving	No		66%
		Yes		34%
	Carpooled with other adults or children instead of driving alone	No		40%
		Yes		60%
	Walked or biked instead of driving	No		9%

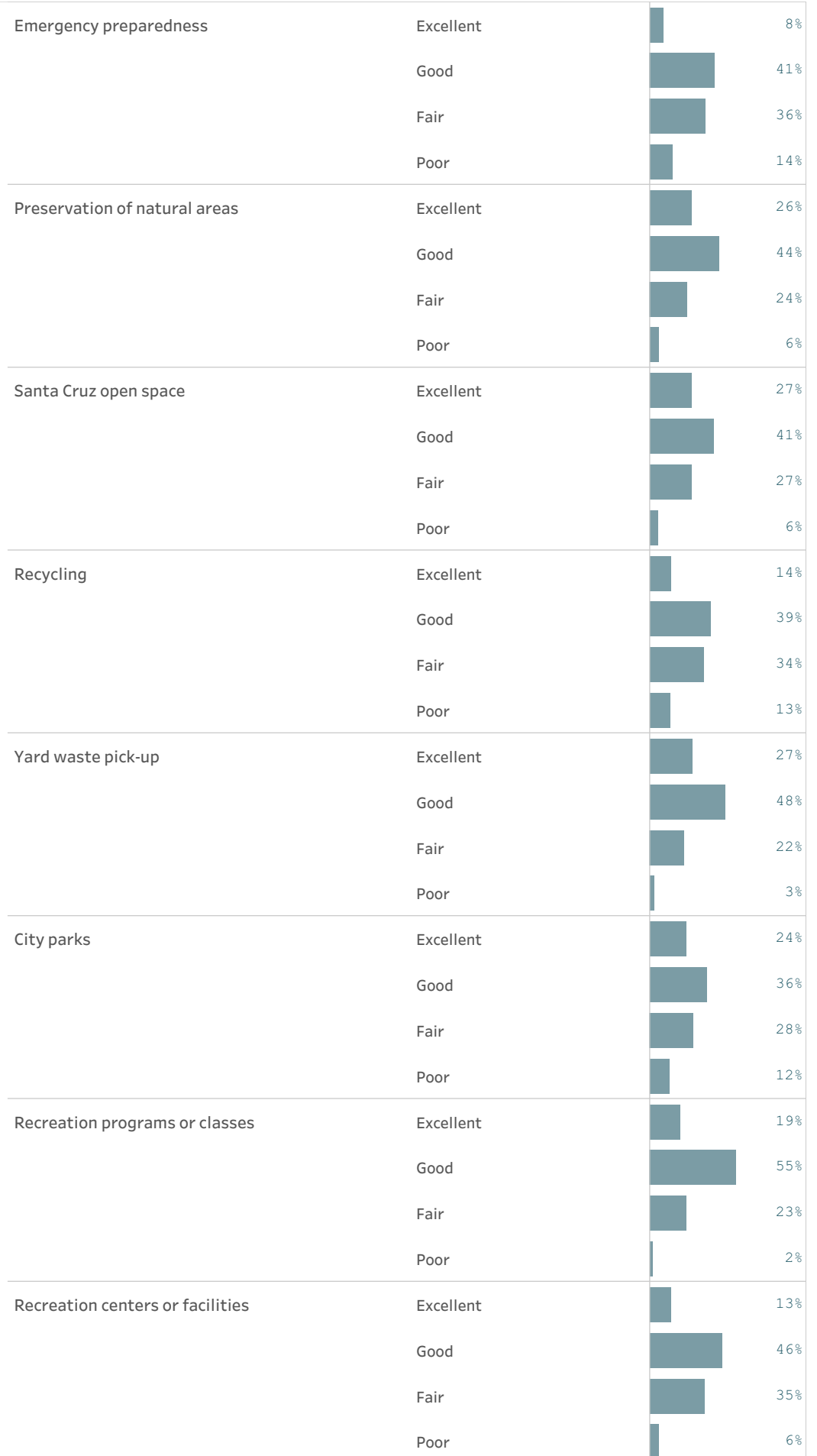
have done each of the following in the last 12 months.	Walked or biked instead of driving	Yes	 91%
Please rate the quality of each of the following services in Santa Cruz.	Public information services	Excellent	 2%
		Good	 41%
		Fair	 45%
		Poor	 12%
	Economic development	Excellent	 6%
		Good	 21%
		Fair	 37%
		Poor	 36%
	Traffic enforcement	Excellent	 3%
		Good	 24%
		Fair	 36%
		Poor	 37%
	Traffic signal timing	Excellent	 2%
		Good	 35%
		Fair	 40%
		Poor	 23%
	Street repair	Excellent	 4%
		Good	 26%
		Fair	 39%
		Poor	 32%
	Street cleaning	Excellent	 5%
		Good	 36%
		Fair	 38%
		Poor	 22%
	Street lighting	Excellent	 3%
		Good	 38%
		Fair	 42%
		Poor	 18%
	Sidewalk maintenance	Excellent	 1%
		Good	 33%
		Fair	 44%



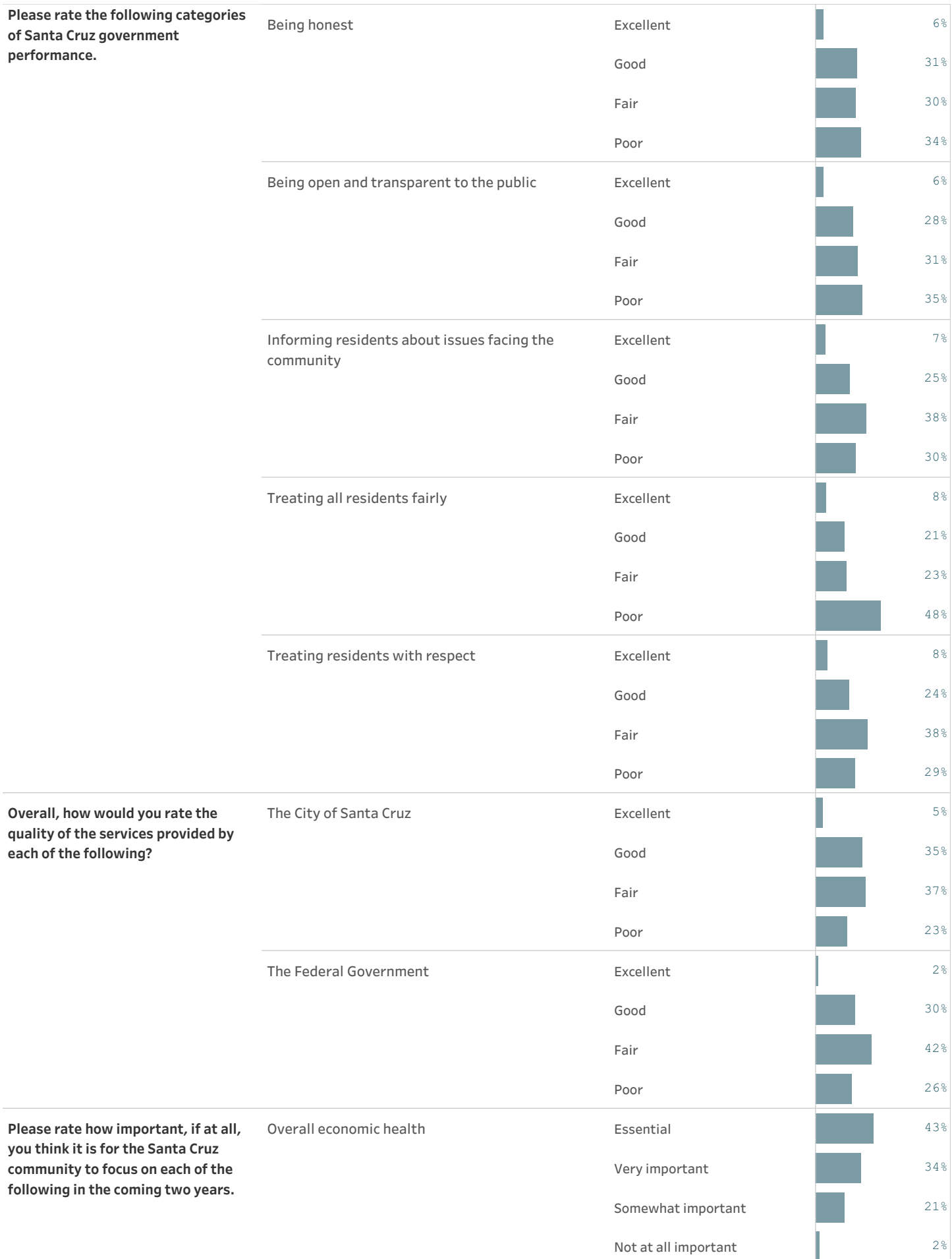
Please rate the quality of each of the following services in Santa Cruz.



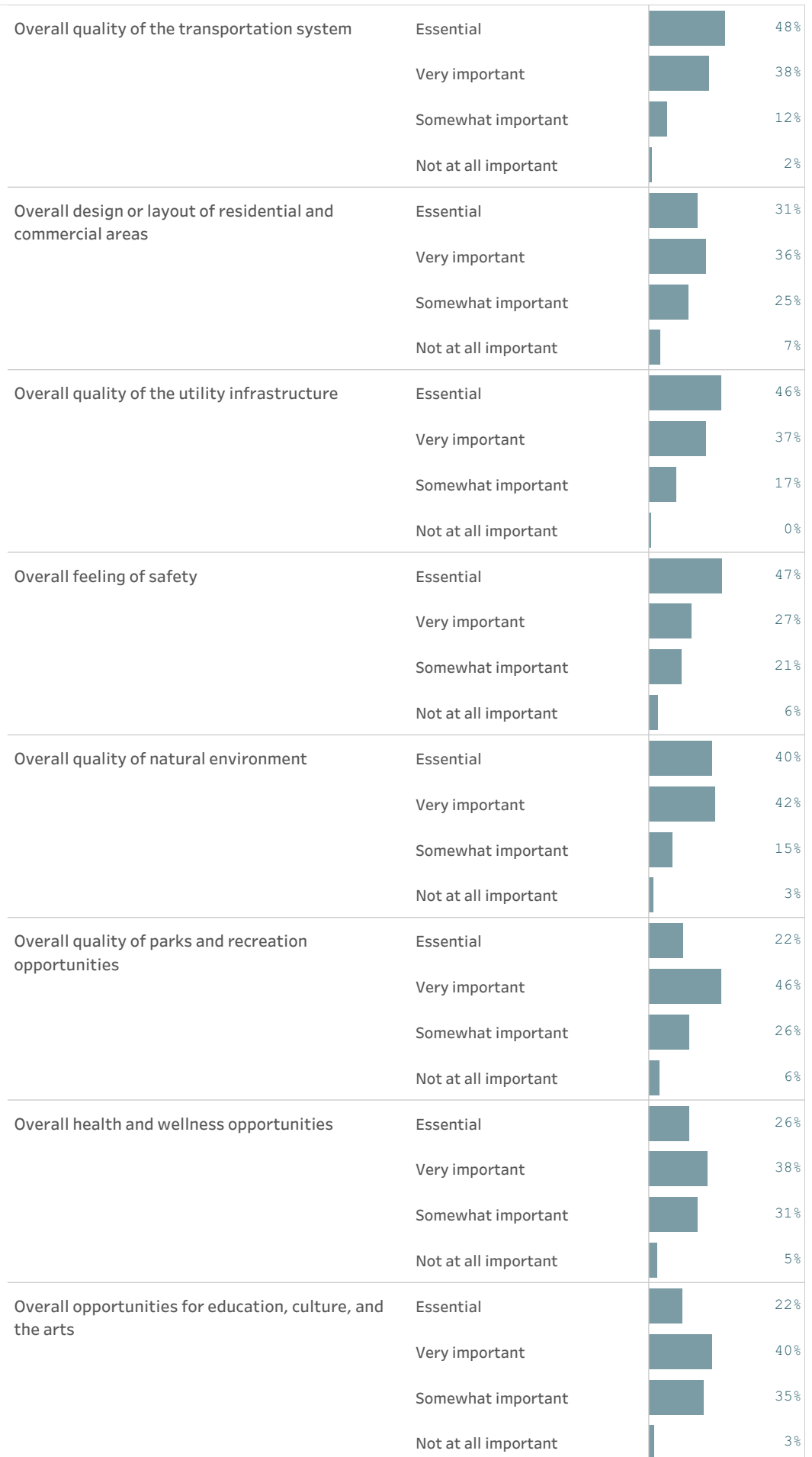
Please rate the quality of each of the following services in Santa Cruz.



Please rate the quality of each of the following services in Santa Cruz.	Health services	Excellent		6%
		Good		41%
		Fair		41%
		Poor		13%
	Public library services	Excellent		31%
		Good		51%
		Fair		12%
		Poor		5%
	Overall customer service by Santa Cruz employees	Excellent		22%
		Good		37%
		Fair		26%
		Poor		14%
Please rate the following categories of Santa Cruz government performance.	The value of services for the taxes paid to Santa Cruz	Excellent		3%
		Good		26%
		Fair		29%
		Poor		42%
	The overall direction that Santa Cruz is taking	Excellent		1%
		Good		12%
		Fair		36%
		Poor		51%
	The job Santa Cruz government does at welcoming resident involvement	Excellent		12%
		Good		26%
		Fair		28%
		Poor		34%
	Overall confidence in Santa Cruz government	Excellent		3%
		Good		17%
		Fair		32%
		Poor		48%
	Generally acting in the best interest of the community	Excellent		4%
		Good		18%
		Fair		35%
		Poor		43%



Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.

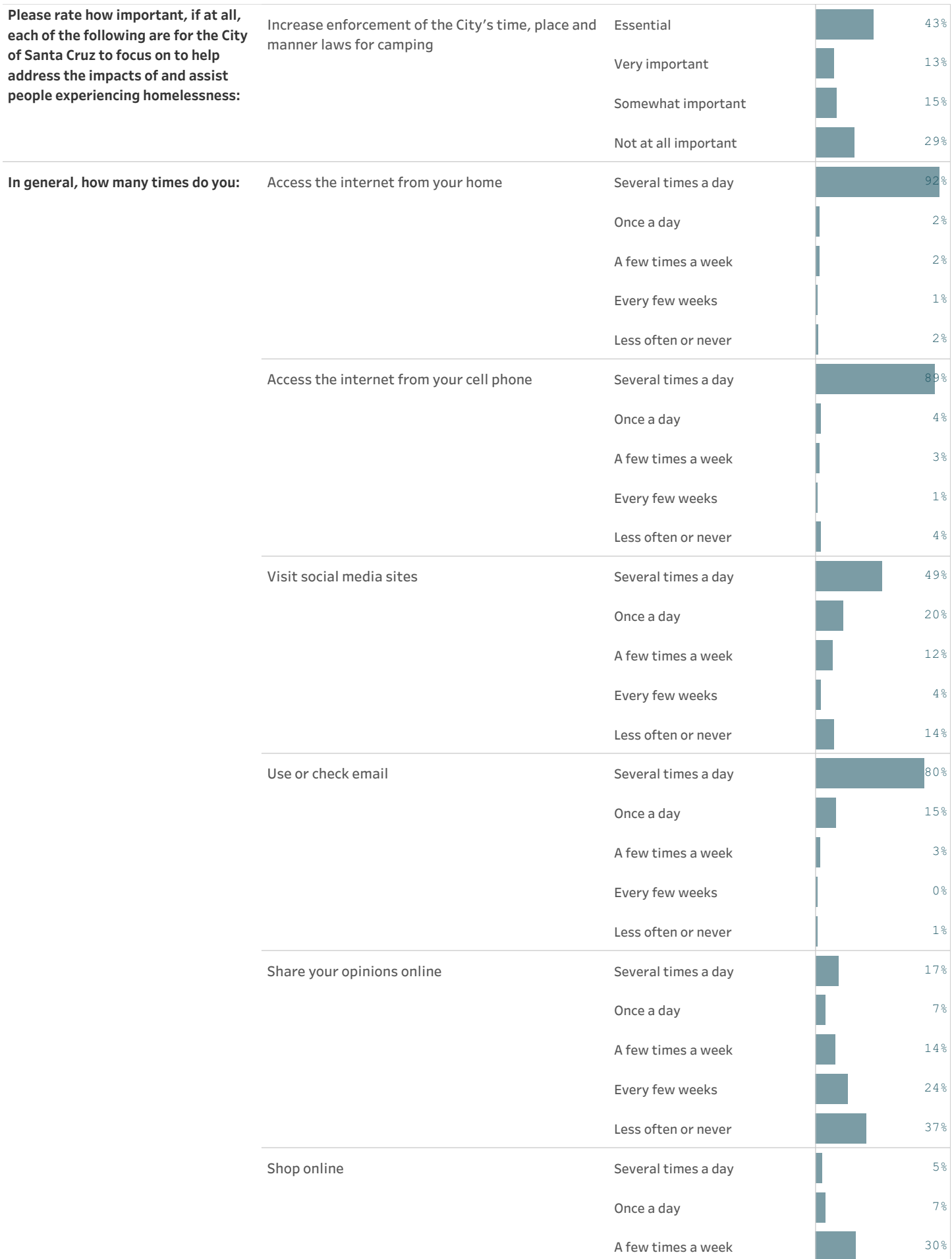


Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.	Residents' connection and engagement with their community	Essential		22%
		Very important		49%
		Somewhat important		24%
		Not at all important		5%
Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?	Addressing the impacts of climate change	Strongly support		62%
		Somewhat support		24%
		Somewhat oppose		5%
		Strongly oppose		10%
	Increasing the City's assured water supply	Strongly support		72%
		Somewhat support		24%
		Somewhat oppose		2%
		Strongly oppose		2%
	Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other services	Strongly support		61%
		Somewhat support		18%
		Somewhat oppose		8%
		Strongly oppose		13%
	Outreach and case management services for the unhoused	Strongly support		62%
		Somewhat support		22%
		Somewhat oppose		5%
		Strongly oppose		11%
	Developing affordable housing for low and moderate income households	Strongly support		69%
		Somewhat support		16%
		Somewhat oppose		9%
		Strongly oppose		6%
	Mitigating the risk of wildfires in our open space and natural areas	Strongly support		66%
		Somewhat support		31%
		Somewhat oppose		3%
		Strongly oppose		1%
	Maintaining the City's streets, roads, sidewalks and other public facilities	Strongly support		55%
		Somewhat support		39%
		Somewhat oppose		6%
		Strongly oppose		0%

Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?

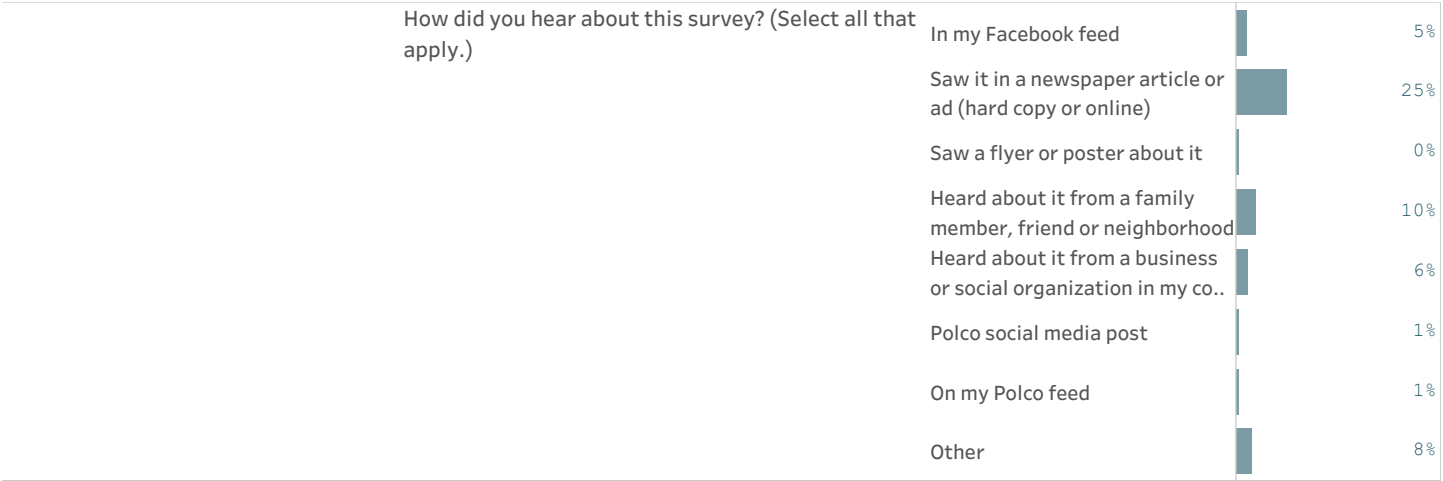
Maintaining our parks, open spaces and recreational facilities	Strongly support		54%
	Somewhat support		41%
	Somewhat oppose		3%
	Strongly oppose		2%
Funding for arts programs	Strongly support		24%
	Somewhat support		54%
	Somewhat oppose		17%
	Strongly oppose		5%
Mental health crisis response services	Strongly support		66%
	Somewhat support		31%
	Somewhat oppose		3%
	Strongly oppose		1%
Ensuring the City's financial stability during downturns	Strongly support		37%
	Somewhat support		50%
	Somewhat oppose		12%
	Strongly oppose		1%
Recruiting businesses and jobs to Santa Cruz	Strongly support		36%
	Somewhat support		41%
	Somewhat oppose		18%
	Strongly oppose		4%
Improving Downtown Santa Cruz	Strongly support		48%
	Somewhat support		37%
	Somewhat oppose		11%
	Strongly oppose		4%
Increasing police resources to control crime	Strongly support		38%
	Somewhat support		22%
	Somewhat oppose		13%
	Strongly oppose		27%
Increasing sustainable transportation options (e.g., bus, bikeshare)	Strongly support		55%
	Somewhat support		36%
	Somewhat oppose		7%
	Strongly oppose		2%

Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?	Job training programs	Strongly support		25%
		Somewhat support		59%
		Somewhat oppose		10%
		Strongly oppose		6%
	Support for local businesses	Strongly support		40%
		Somewhat support		44%
		Somewhat oppose		13%
		Strongly oppose		2%
	Improving communication and community engagement	Strongly support		39%
		Somewhat support		53%
		Somewhat oppose		7%
		Strongly oppose		1%
Please rate how important, if at all, each of the following are for the City of Santa Cruz to focus on to help address the impacts of and assist people experiencing homelessness:	Create affordable housing opportunities	Essential		61%
		Very important		15%
		Somewhat important		18%
		Not at all important		6%
	Provide emergency shelter	Essential		45%
		Very important		29%
		Somewhat important		22%
		Not at all important		4%
	Offer outreach and case management services	Essential		44%
		Very important		28%
		Somewhat important		21%
		Not at all important		6%
	Provide access to hygiene services, storage, clean-up, and other services	Essential		50%
		Very important		24%
		Somewhat important		18%
		Not at all important		8%
	Partner with Santa Cruz County, non-profits, and health care providers that provide services to people experiencing homelessness	Essential		51%
		Very important		34%
		Somewhat important		11%
		Not at all important		4%



In general, how many times do you:	Shop online	Every few weeks		49%
		Less often or never		10%
Please rate your overall health.		Excellent		33%
		Very good		45%
		Good		17%
		Fair		4%
		Poor		0%
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		4%
		Somewhat positive		23%
		Neutral		42%
		Somewhat negative		27%
		Very negative		3%
How many years have you lived in Santa Cruz?		Less than 2 years		5%
		2-5 years		15%
		6-10 years		11%
		11-20 years		20%
		More than 20 years		49%
Which best describes the building you live in?		One family house detached from any other houses		51%
		Building with two or more homes (duplex, townhome, apa..		42%
		Mobile home		3%
		Other		5%
Do you rent or own your home?		Rent		53%
		Own		47%
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)?	About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$500		5%
		\$500 to \$999		10%
		\$1,000 to \$1,499		11%
		\$1,500 to \$1,999		19%
		\$2,000 to \$2,499		15%
		\$2,500 to \$2,999		16%
		\$3,000 to \$3,499		10%
		\$3,500 or more		15%
Do any children 17 or under live in your household?	No		79%	

		Do any children 17 or under live in your household?	Yes		21%
		Are you or any other members of your household aged 65 or older?	No		72%
			Yes		28%
		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		3%
			\$25,000 to \$49,999		11%
			\$50,000 to \$74,999		20%
			\$75,000 to \$99,999		11%
			\$100,000 to \$149,999		33%
			\$150,000 or more		21%
Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?	No, not Spanish, Hispanic, or Latino		81%	
		Yes, I consider myself to be Spanish, Hispanic, or Latino		19%	
		What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaskan Native		4%
			Asian, Asian Indian, or Pacific Islander		5%
			Black or African American		2%
			White		82%
			Other		17%
			In which category is your age?	18-24 years	
		25-34 years			20%
		35-44 years			19%
		45-54 years			17%
		55-64 years			14%
		65-74 years			18%
		75 years or older			5%
		What is your gender?	Female		47%
			Male		47%
			Identify in another way		6%
		How did you hear about this survey? (Select all that apply.)	The city’s website		18%
			The city’s social media (Facebook, Twitter, Instagram,...)		13%
			Received an email from the city		7%
			In a city newsletter or utility bill		3%
			Received a postcard or letter from the city		1%
			Nextdoor		13%



Dear Santa Cruz Resident,

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

Your household has been randomly selected to participate in Santa Cruz's 2021 Community Survey. You can go online and complete the **confidential survey** at:

<https://polco.us/santacruz2021>

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now. You can also wait a few days for the survey to arrive in the mail.

If you have any questions about the survey, please call (831) 420-5016.

Thank you for helping create a better City!

Sincerely,



Donna Meyers
Mayor/Alcalde

Estimado Residente de Santa Cruz,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en Encuesta de la Comunidad del 2021 de Santa Cruz. Puede completar la **encuesta confidencial** en línea en español en:

<https://polco.us/santacruzspanol2021>

Por favor no comparta el enlace de su encuesta.

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas. También puede esperar unos días hasta que la encuesta llegue por correo.

Si tiene alguna pregunta sobre la encuesta, por favor llame al (831) 420-5016. ¡Gracias por ayudar a crear una Ciudad mejor!

Atentamente,

Dear Santa Cruz Resident,

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

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Si tiene alguna pregunta sobre la encuesta, por favor llame al (831) 420-5016. ¡Gracias por ayudar a crear una Ciudad mejor!

Atentamente,



City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94



October 2021

Dear City of Santa Cruz Resident:

Please help us shape the future of Santa Cruz! You have been selected at random to participate in the 2021 Santa Cruz Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number of households being surveyed. Your feedback will help Santa Cruz make decisions that affect our City.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/santacruz2021>

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call (831) 420-5016.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Santa Cruz:

¡Por favor ayúdenos a moldear el futuro de Santa Cruz! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Santa Cruz del 2021. **Si ya completó la encuesta en línea, gracias. Por favor no responda dos veces.**

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Santa Cruz tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta *en inglés* por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea *en español* en:**

<https://polco.us/santacruzspanol2021>

Por favor no comparta el enlace de su encuesta.

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame al (831) 420-5016.

¡Gracias por su tiempo y participación!

Atentamente,

Donna Meyers
Mayor/Alcalde



October 2021

Dear City of Santa Cruz Resident:

Here's another chance if you haven't already responded to the 2021 Santa Cruz Community Survey! **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.**

Please help us shape the future of Santa Cruz! You have been selected at random to participate in the 2021 Santa Cruz Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number of households being surveyed. Your feedback will help Santa Cruz make decisions that affect our City.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

<https://polco.us/santacruz2021>

Please do not share your survey link. This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call (831) 420-5016.

Thank you for your time and participation!

Sincerely,

Estimado Residente de la Ciudad de Santa Cruz:

¡Aquí tiene otra oportunidad si usted aún no ha respondido a la Encuesta de la Comunidad de Santa Cruz del 2021! **Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.**

¡Por favor ayúdenos a moldear el futuro de Santa Cruz! Usted ha sido seleccionado al azar para participar en la Encuesta de la Comunidad de Santa Cruz del 2021.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Santa Cruz tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta *en inglés* por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea *en español* en:**

<https://polco.us/santacruzspanol2021>

Por favor no comparta el enlace de su encuesta.

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame al (831) 420-5016.

¡Gracias por su tiempo y participación!

Atentamente,

Donna Meyers
Mayor/Alcalde

Dear Santa Cruz Resident,

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

Your household has been randomly selected to participate in Santa Cruz's 2021 Community Survey. You can go online and complete the **confidential survey** at:

<https://polco.us/2021santacruz>

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Thank you for helping create a better City!

Sincerely,



Donna Meyers
Mayor/Alcalde

Estimado Residente de Santa Cruz,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en Encuesta de la Comunidad del 2021 de Santa Cruz. Puede completar la **encuesta confidencial** en línea en español en:

<https://polco.us/2021santacruzspanol>

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Atentamente,



City of Santa Cruz
809 Center Street
Santa Cruz, CA 95060

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Su participación en esta **encuesta confidencial** es muy importante—sus respuestas le ayudarán al Santa Cruz para tomar decisiones que afectan nuestra comunidad. Puede completar la encuesta en línea en español en:

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The City of Santa Cruz 2021 Community Survey

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 Santa Cruz.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Santa Cruz	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Santa Cruz	1	2	3	4	5
Overall design or layout of Santa Cruz's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Santa Cruz (water, sewer, storm water, electric, gas)	1	2	3	4	5
Overall feeling of safety in Santa Cruz	1	2	3	4	5
Overall quality of natural environment in Santa Cruz	1	2	3	4	5
Overall quality of parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Santa Cruz	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 Santa Cruz to someone who asks	1	2	3	4	5
Remain in Santa Cruz 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 Santa Cruz'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 Santa Cruz 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 Santa Cruz 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 Santa Cruz	1	2	3	4	5
Variety of business and service establishments in Santa Cruz	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 Santa Cruz	1	2	3	4	5
Overall image or reputation of Santa Cruz	1	2	3	4	5

7. Please also rate each of the following in the Santa Cruz 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 Santa Cruz	1	2	3	4	5
Ease of travel by public transportation in Santa Cruz	1	2	3	4	5
Ease of travel by bicycle in Santa Cruz	1	2	3	4	5
Ease of walking in Santa Cruz.....	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 Santa Cruz	1	2	3	4	5
Overall appearance of Santa Cruz.....	1	2	3	4	5
Cleanliness of Santa Cruz.....	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 Santa Cruz	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 Santa Cruz (in-person, phone, email, or web) for help or information	1	2
Contacted Santa Cruz 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 Santa Cruz	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

The City of Santa Cruz 2021 Community Survey

9. Please rate the quality of each of the following services in Santa Cruz.

	<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
Santa Cruz 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 City of Santa Cruz employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Santa Cruz 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 Santa Cruz.....	1	2	3	4	5
The overall direction that Santa Cruz is taking.....	1	2	3	4	5
The job Santa Cruz government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Santa Cruz 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 Santa Cruz.....	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 Santa Cruz 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 Santa Cruz.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Santa Cruz.....	1	2	3	4
Overall design or layout of Santa Cruz's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4
Overall quality of the utility infrastructure in Santa Cruz (water, sewer, storm water, electric, gas).....	1	2	3	4
Overall feeling of safety in Santa Cruz.....	1	2	3	4
Overall quality of natural environment in Santa Cruz.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Santa Cruz.....	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 indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Addressing the impacts of climate change.....	1	2	3	4	5
Increasing the City's assured water supply.....	1	2	3	4	5
Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other services.....	1	2	3	4	5
Outreach and case management services for the unhoused.....	1	2	3	4	5
Developing affordable housing for low and moderate income households.....	1	2	3	4	5
Mitigating the risk of wildfires in our open space and natural areas.....	1	2	3	4	5
Maintaining the City's streets, roads, sidewalks and other public facilities.....	1	2	3	4	5
Maintaining our parks, open spaces and recreational facilities.....	1	2	3	4	5
Funding for arts programs.....	1	2	3	4	5
Mental health crisis response services.....	1	2	3	4	5
Ensuring the City's financial stability during downturns.....	1	2	3	4	5
Recruiting businesses and jobs to Santa Cruz.....	1	2	3	4	5
Improving Downtown Santa Cruz.....	1	2	3	4	5
Increasing police resources to control crime.....	1	2	3	4	5
Increasing sustainable transportation options (e.g., bus, bikeshare)	1	2	3	4	5
Job training programs.....	1	2	3	4	5
Support for local businesses.....	1	2	3	4	5
Improving communication and community engagement.....	1	2	3	4	5

14. Please rate how important, if at all, each of the following are for the City of Santa Cruz to focus on to help address the impacts of and assist people experiencing homelessness:

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Create affordable housing opportunities.....	1	2	3	4
Provide emergency shelter.....	1	2	3	4
Offer outreach and case management services.....	1	2	3	4
Provide access to hygiene services, storage, clean-up, and other services.....	1	2	3	4
Partner with Santa Cruz County, non-profits, and health care providers that provide services to people experiencing homelessness.....	1	2	3	4
Increase enforcement of the City's time, place and manner laws for camping ...	1	2	3	4

The City of Santa Cruz 2021 Community Survey

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 times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
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, 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 Santa Cruz?

☐ 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?

☐ One family house detached from any other houses
☐ Building with two or more homes
 (duplex, townhome, apartment, or condominium)
☐ 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 \$500 ☐ \$2,000 to \$2,499
☐ \$500 to \$999 ☐ \$2,500 to \$2,999
☐ \$1,000 to \$1,499 ☐ \$3,000 to \$3,499
☐ \$1,500 to \$1,999 ☐ \$3,500 or more

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 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$49,999 ☐ \$100,000 to \$149,999
☐ \$50,000 to \$74,999 ☐ \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

☐ No, not Spanish, Hispanic, or Latino
☐ Yes, I consider myself to be Spanish, Hispanic, or Latino

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, Asian Indian, or Pacific Islander
☐ Black or African American
☐ White
☐ Other

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?

☐ Female
☐ Male
☐ 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