

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for the City of Santa Cruz

February 22nd, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

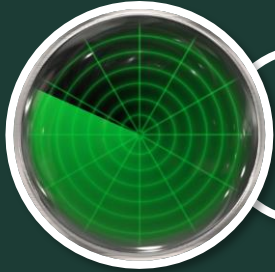
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings



The National Community Survey™ in Santa Cruz



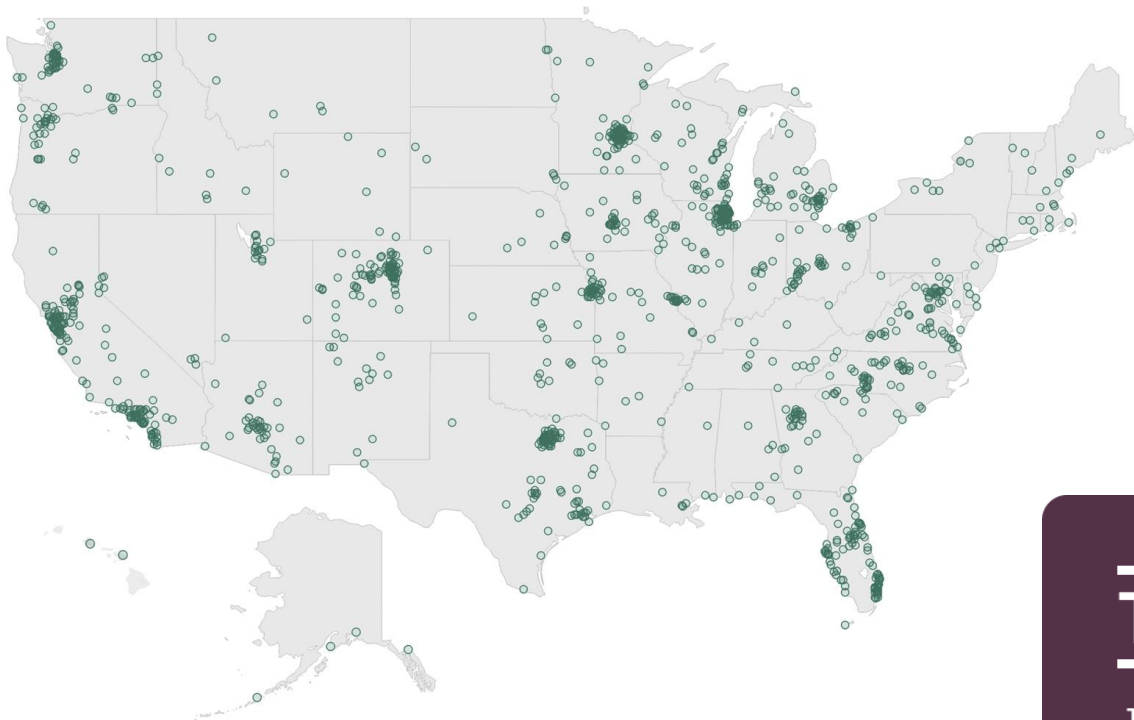
The NCS™ for Santa Cruz, CA

- Survey conducted from October 1st, 2021 to November 19th 2021
- “Hybrid” mailing approach employed:
 - Probability-based sample of 2,700 households (1,200 Group A, 1,500 Group B)
 - 474 total responses received
 - 18% overall response rate
 - Non-probability, open-participation sample: 393 responses
- Results statistically weighted to reflect Santa Cruz overall
- 95% confidence interval with a +/- 4.5% margin of error

Demographic Weighting

		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%

National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Overview of Survey Results

Facets of Community Livability: Quality

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

Facets of Community Livability: Importance

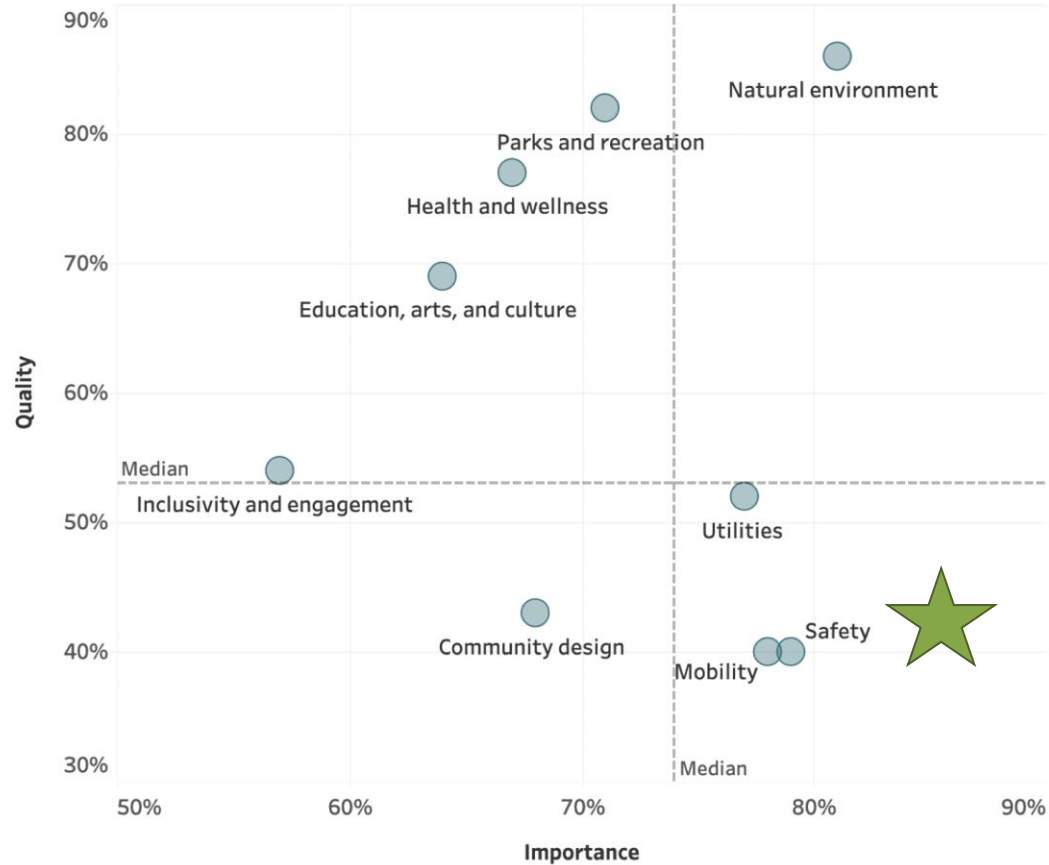
Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.

(% 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 Quality and Importance



Comparisons to National Benchmarks



Comparisons to Custom/Peer Benchmarks

Custom/peer benchmark group: communities of similar population size, same region, and similar median household incomes



Survey Highlights

Key Finding #1:

**Safety is
important to
Santa Cruz
residents**

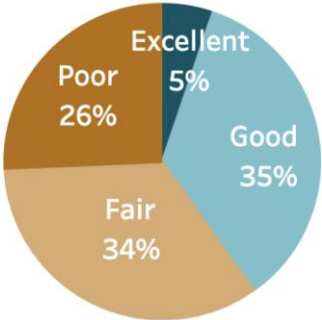


Safety in Santa Cruz


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

Overall feeling of safety in Santa Cruz



Safety Services in Santa Cruz

 Lower than
peer benchmarks



87%

Fire
services



75%

Emergency
medical
services



71%

Animal
control



70%

Fire
prevention
and education



46%

Police
services



30%

Crime
prevention



Percent excellent or good

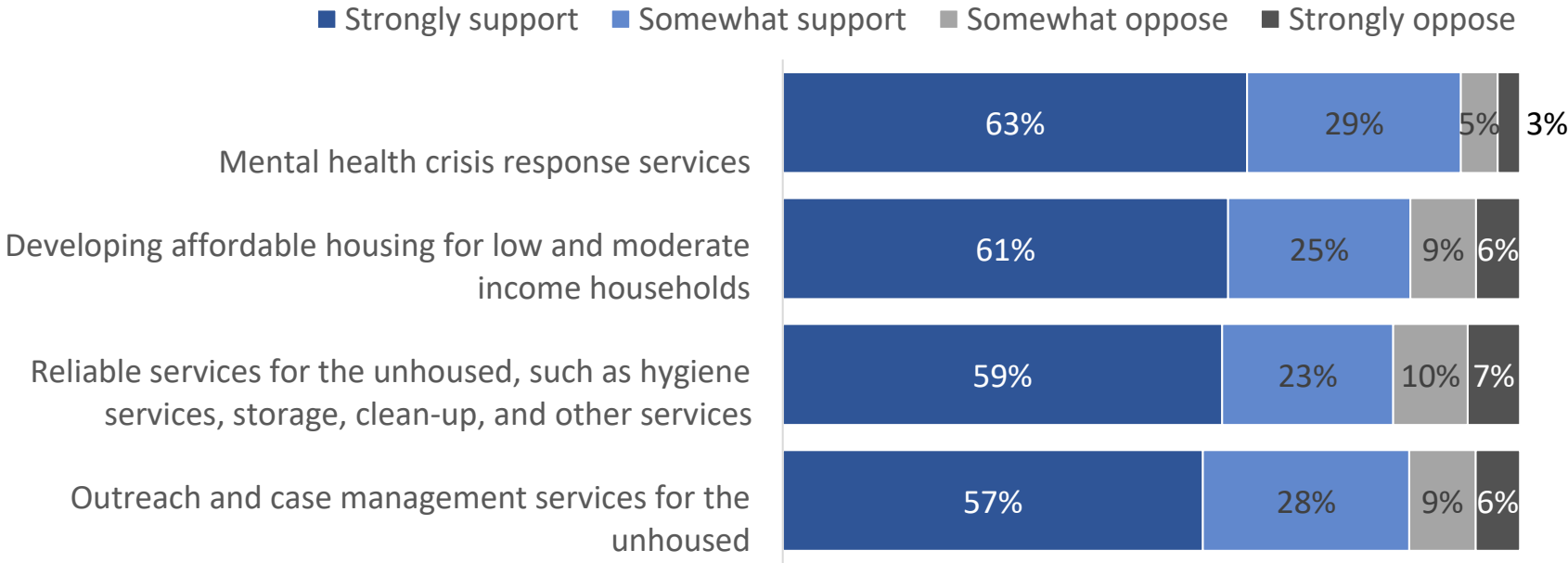
Key Finding #2:

**Services for
unhoused
residents is an
emergent need**



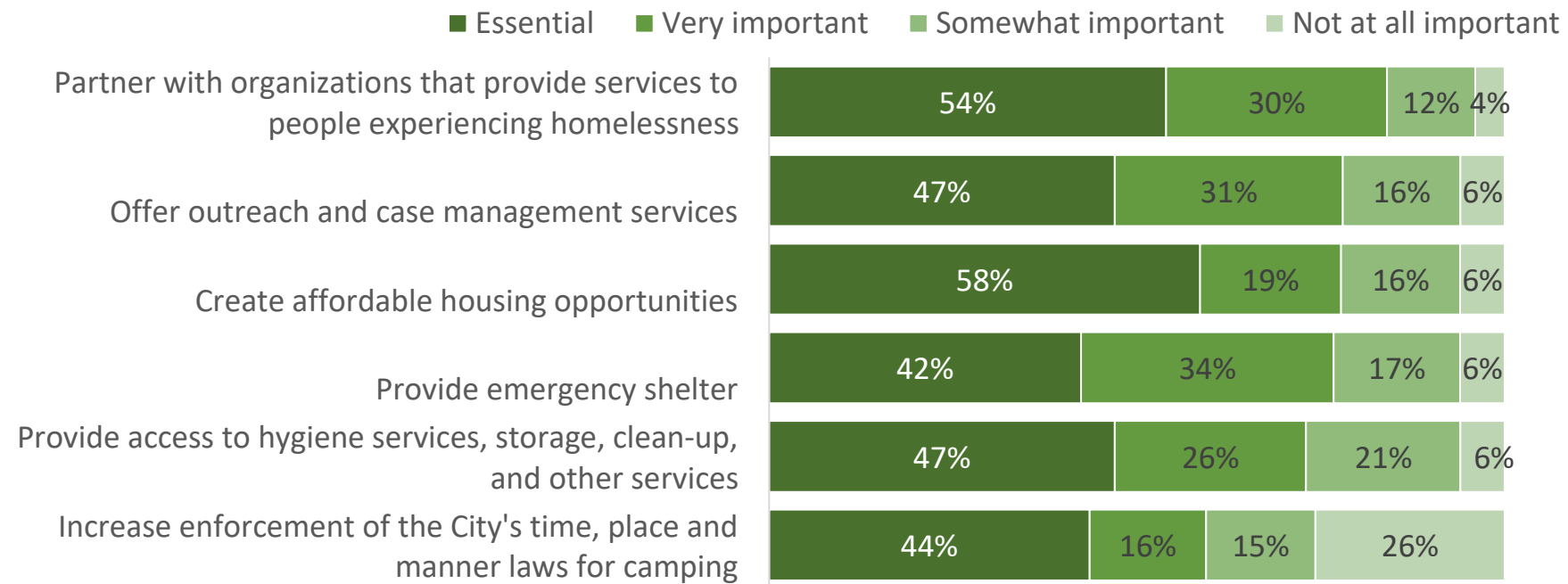
Community Support for Unhoused Residents in Santa Cruz

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?



Community Support for Unhoused Residents in Santa Cruz

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:



Key Finding #3:

**Mobility is also
a community
priority**



Mobility in Santa Cruz

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

Overall quality of the transportation system

40%

vs.
benchmark*

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%

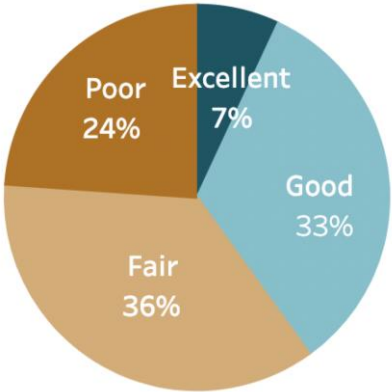
Similar

Traffic flow on major streets

23%

Lower

Overall quality of the transportation
system in Santa Cruz



Mobility in Santa Cruz

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



Mobility Services in Santa Cruz

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

Level of Support for Transportation Projects



Percent strongly or somewhat support



Maintaining the City's streets, roads, sidewalks, and other public facilities

Increasing sustainable transportation options such as bus and bikeshare



Percent strongly or somewhat support

Key Finding #4:

**The natural
environment is
a feature of
Santa Cruz**

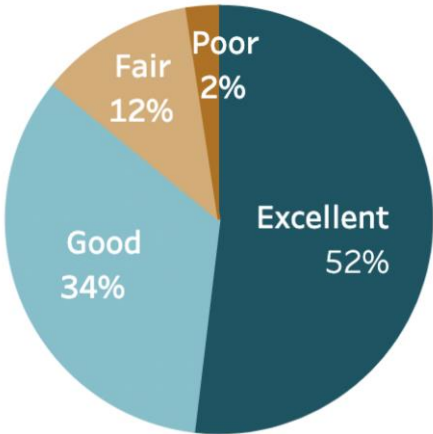


Natural Environment in Santa Cruz

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

Overall quality of natural environment in Santa Cruz

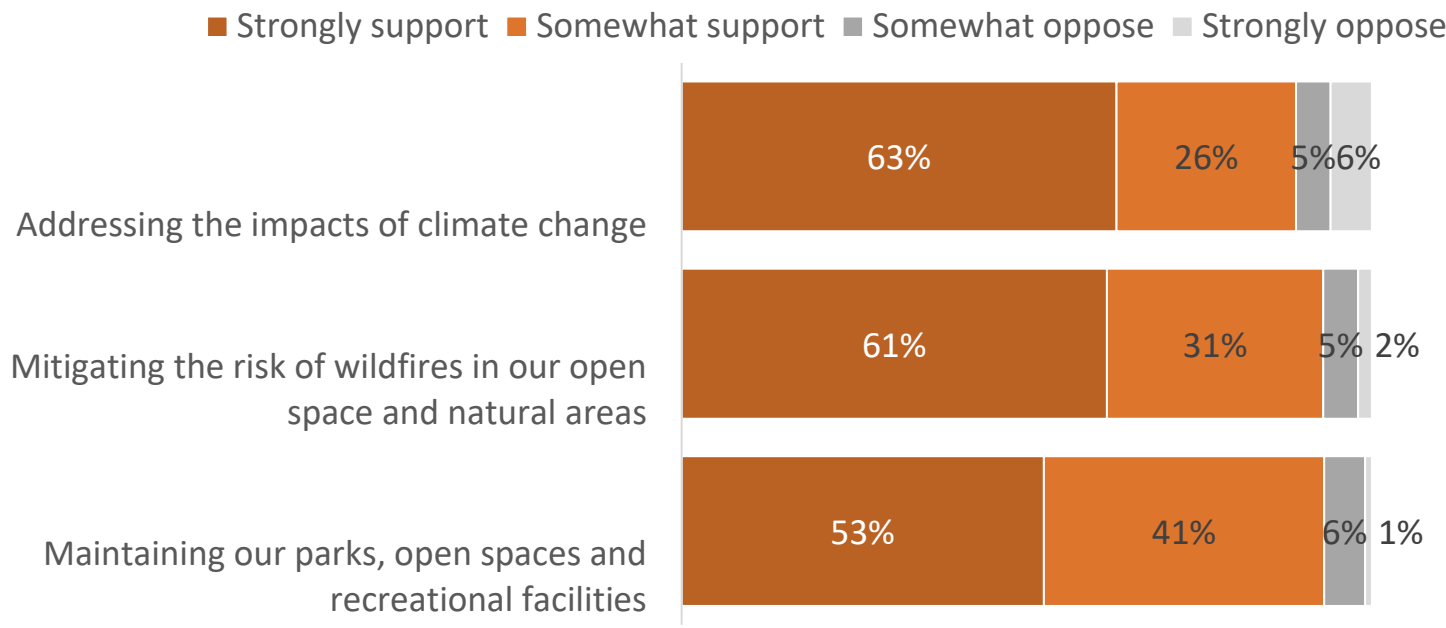


Please rate the quality of each of the following services in Santa Cruz.
(% excellent or good)

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

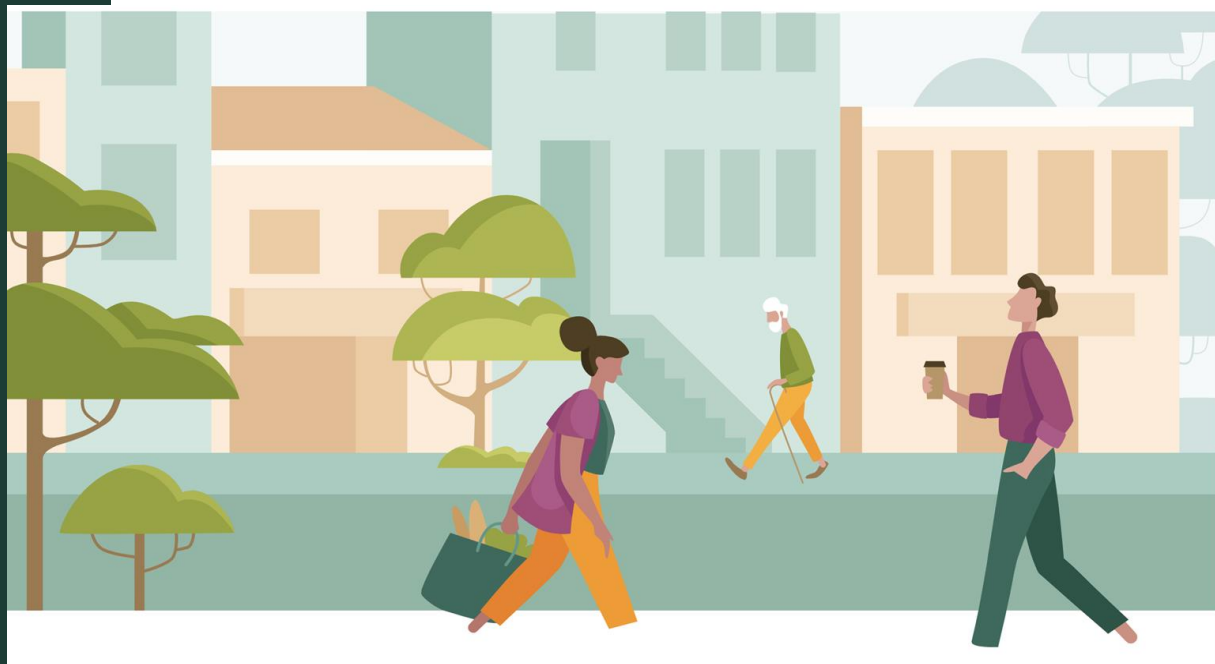
Level of Support for Natural Environment Initiatives

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?



Key Finding #5:

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



The Economy in Santa Cruz

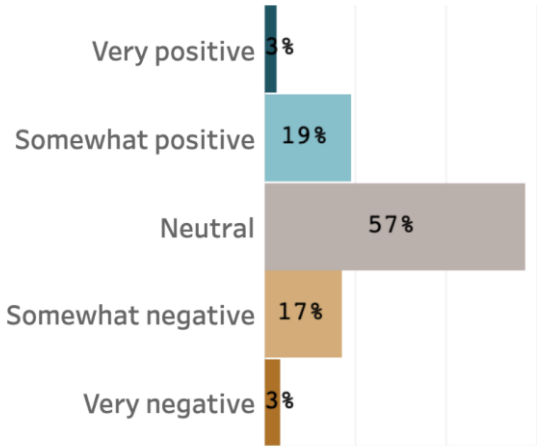
Please rate each of the following aspects of quality of life in Santa Cruz.
(% excellent or good)

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

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
Availability of affordable quality housing	5%	Much lower

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:



31% of residents rated Santa Cruz’s economic development as excellent or good

Job and affordability-related aspects

Developing affordable housing for low and moderate income households
Support for local businesses

9 in 10

Percent strongly or
somewhat support

8 in 10

Improving downtown Santa Cruz
Recruiting businesses and jobs to Santa Cruz
Job training programs

Percent strongly or
somewhat support

Policy questions in full

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?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
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:

	Essential	Very important	Somewhat important	Not at all important
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

Conclusions

- Safety is important to Santa Cruz residents
- Services for unhoused residents an emergent need
- Mobility is also a community priority
- The natural environment is a feature of Santa Cruz
- The economy is a potential area of focus for the City, with affordability a particularly acute issue

Next Steps:

Follow up on Polco Platform



Topics for digging deeper:

- Business survey
- Economic development/workforce survey
- Law enforcement/policing survey
- Support for climate change initiatives



Continue Engagement Through The Policy Lifecycle

Don't let the community input and dialogue conclude with the survey.



Identify Sentiment Baselines and Trends

- Conduct annual surveys, performance metric checks, and other broadly-scoped questionnaires for feedback
- Establish a baseline understanding and discover new trends in sentiment

"How satisfied are you with (parks, roads, transportation, economic development)?"

"How would you rank our community as a place to live?"



Crowdsource Concerns, Brainstorm Ideas

- Seek community input through structured discussions that uncover new ideas and solutions
- Tap individual perspectives and wisdom often unheard at town halls

"What sort of amenities would you like to see more of downtown?"

"What events would you like to see more of being held on a Friday Night?"



Prioritize Initiatives and Alternatives

- Engage your constituents on fund allocation exercises and participatory budgeting projects
- Determine community priority areas that may require additional focus

"How would you allocate next year's budget across the following initiatives?"

"Which of the following options for an aquatic center would you prefer?"



Collect Verified Input on Specific Proposals

- Receive citable input on hot topic issues that consume open listening sessions
- Gauge final community sentiment before beginning on costly, controversial projects

"Would you be willing to pay \$3.18 a month more for bi-weekly curbside recycling?"

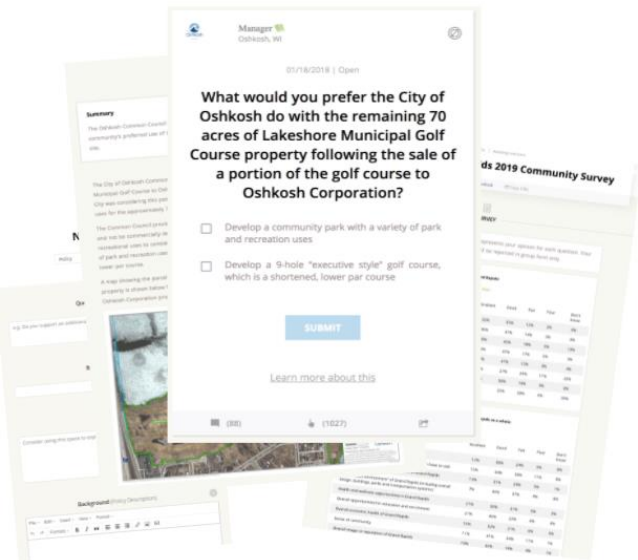
"Do you believe we should be using pesticides on public property?"

Identify opportunities for improvement. Engage along the way to cultivate buy-in. Demonstrate progress. Repeat.



It's Easy To Continue To Engage Your Panel

Post



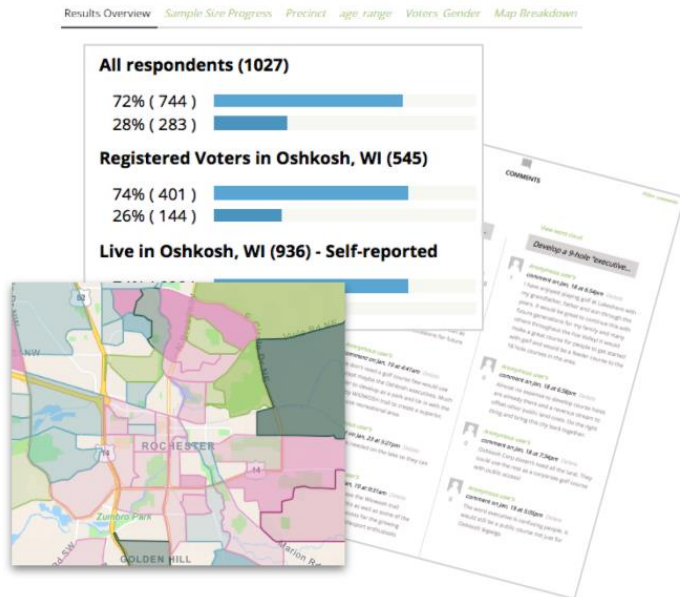
- Library of professional civic content
- Easily post custom surveys & polls

Share



- Representative samples of households
- Accumulating residents on digital panels

Analyze



- Maps, trendlines and dashboards
- Advanced benchmarking analyses



The Process To Deliver Great Outcomes



More participation



Good government



More informed participation



Data driven performance management

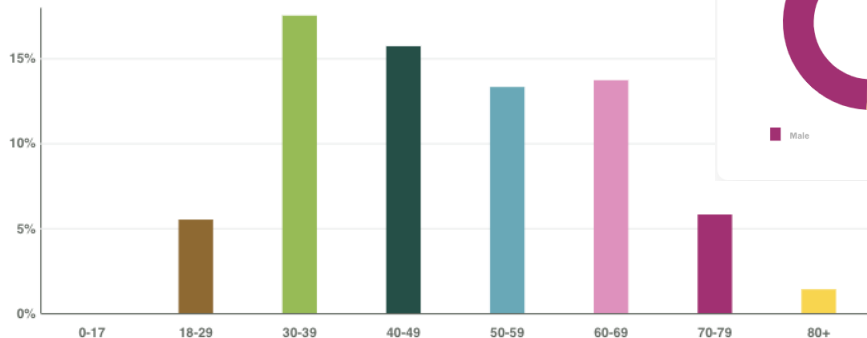


Better balanced participation



Save staff time and effort

Representativeness By Age
27.2% unknown



Representativeness By Gender
25.6% unknown



Total Responses

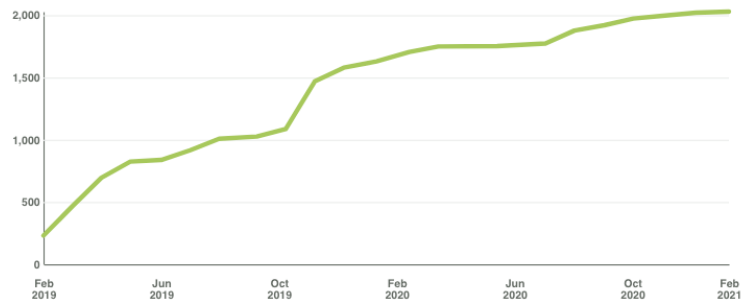
What's This?

15,301

195%
in the last 30 days

Subscriber Growth Over Time (per month)

What's This?



Poico

Oshkosh ([View Profile](#) | [Edit Profile](#))



Dashboard



Content



Outreach



Premium



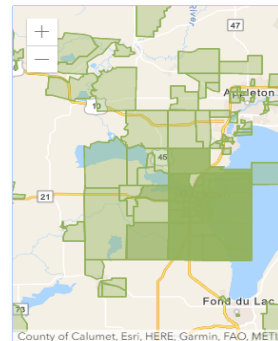
Superadmin



Configuration

Dashboard

Subscriber Locations



Subscriber Growth Over Time

Questions?

Thank you!

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