

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-vali>

* See AAPOR’s Standard Definitions for more information at

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

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

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

* Targets come from the 2010 Census and 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 carpooled 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.

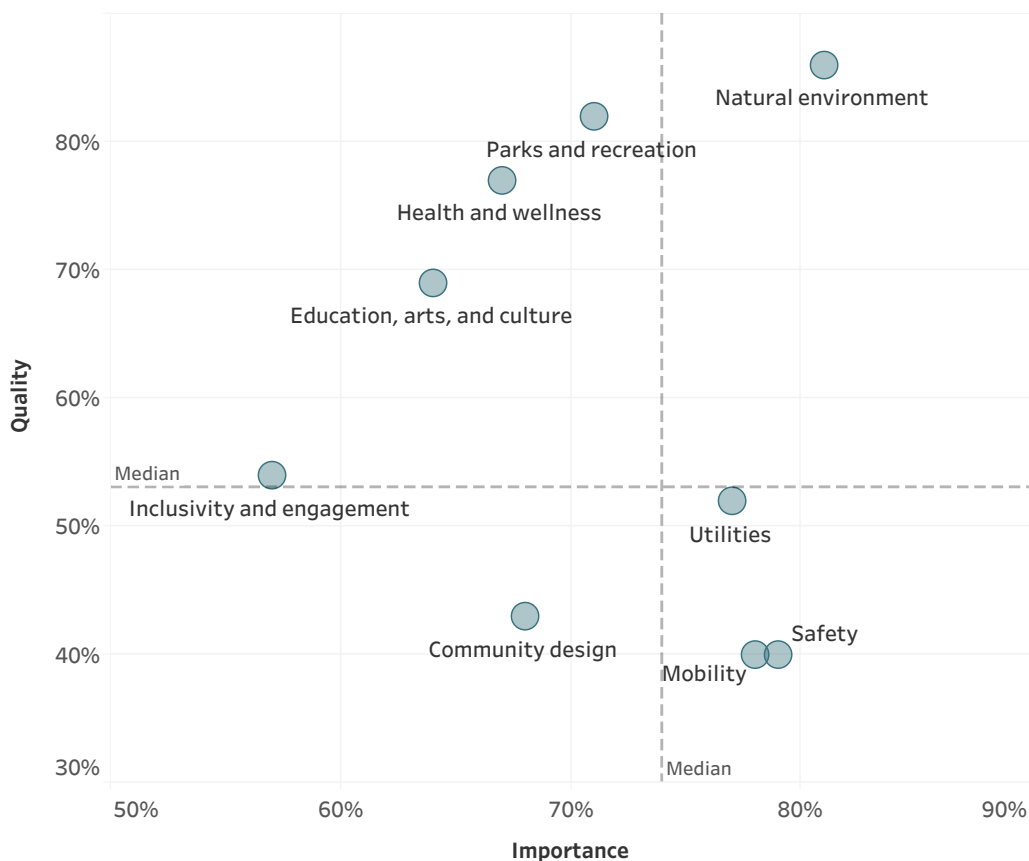
Balancing performance and importance

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.

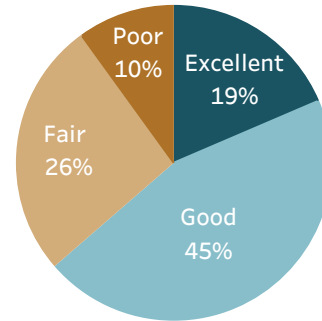
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings 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)

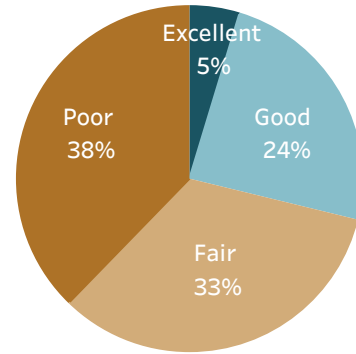
| | | |
|-----------------------------|-----|---------|
| Overall image or reputation | 52% | Similar |
|-----------------------------|-----|---------|

* 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)

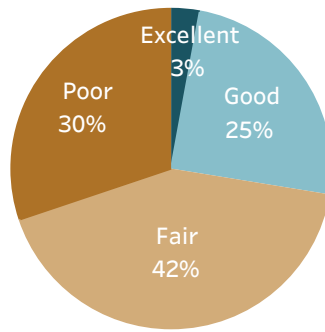
| | | |
|------------------------|-----|---------|
| The City of Santa Cruz | 49% | Lower |
| The Federal Government | 36% | Similar |

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

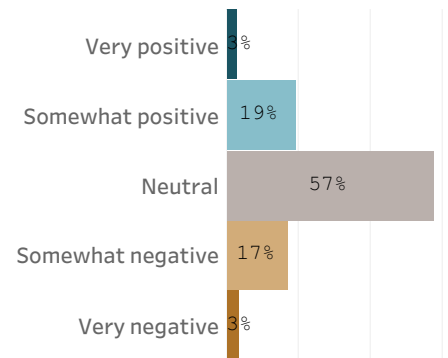
Economy

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)

| Aspect | Percentage | 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 |
|-------------------------|-----|------------|

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 |
|----------------------|-----|-------|

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)

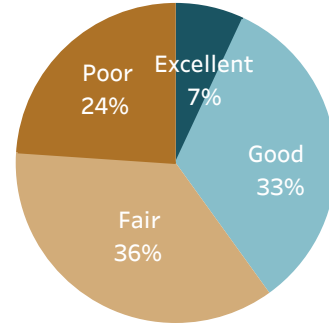
| | | |
|--------------------------------------------------------------------------------------------------------------------------------------|-----|---------|
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | 22% | Similar |
|--------------------------------------------------------------------------------------------------------------------------------------|-----|---------|

* 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 |

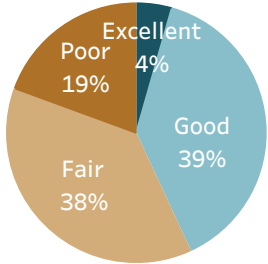
Please rate the quality of each of the following services in Santa Cruz.
(% excellent or good)

| | | |
|-----------------|-----|---------|
| 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 |
|--------------------------------------------------------------|-----|-------|

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)

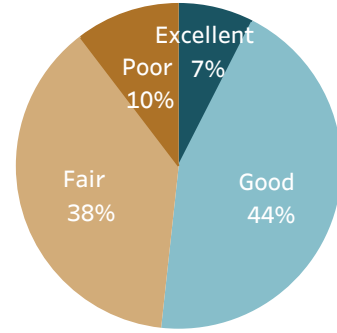
| | | |
|-------------------------------|-----|---------|
| Code enforcement | 34% | Similar |
| Land use, planning and zoning | 28% | Lower |

* 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)

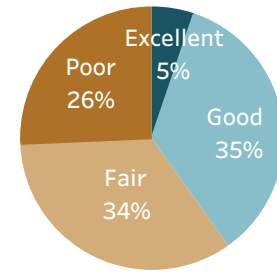
| | | |
|-----------------------------------------------|-----|-------|
| Overall quality of the utility infrastructure | 52% | Lower |
|-----------------------------------------------|-----|-------|

* 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 |

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)

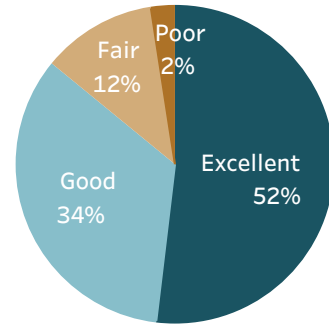
| | | |
|-----------------------------------------|-----|------------|
| Fire services | 87% | Similar |
| Ambulance or emergency medical services | 75% | Lower |
| Animal control | 71% | Similar |
| Fire prevention and education | 70% | Similar |
| Emergency preparedness | 62% | Similar |
| Police/Sheriff 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 |

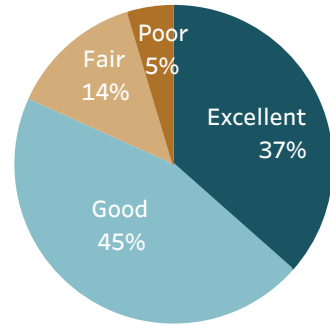
* Comparison to the peer community benchmark is shown. If no comparison is available, this is left blank.

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)

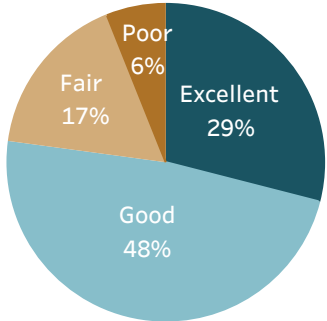
| | | |
|------------------------------------------|-----|-------------|
| Recreational opportunities | 90% | Much higher |
| Fitness opportunities | 85% | Higher |
| Availability of paths and walking trails | 85% | Higher |

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.

Overall health and wellness opportunities in Santa Cruz



Health and wellness

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

Please rate each of the following characteristics as they relate to 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)

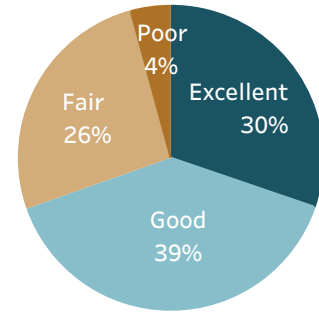
| | | |
|-----------------|-----|---------|
| Health services | 56% | Similar |
|-----------------|-----|---------|

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

| | | |
|----------------------------------|-----|---------|
| Please rate your overall health. | 75% | Similar |
|----------------------------------|-----|---------|

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

Overall opportunities for education, culture and the arts



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.

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)

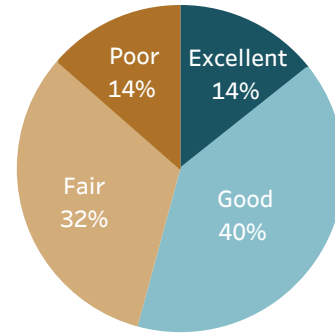
| | | |
|-------------------------|-----|---------|
| Public library services | 80% | Similar |
|-------------------------|-----|---------|

* 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 |
|-----------------------------------------------------------|-----|---------|

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 |

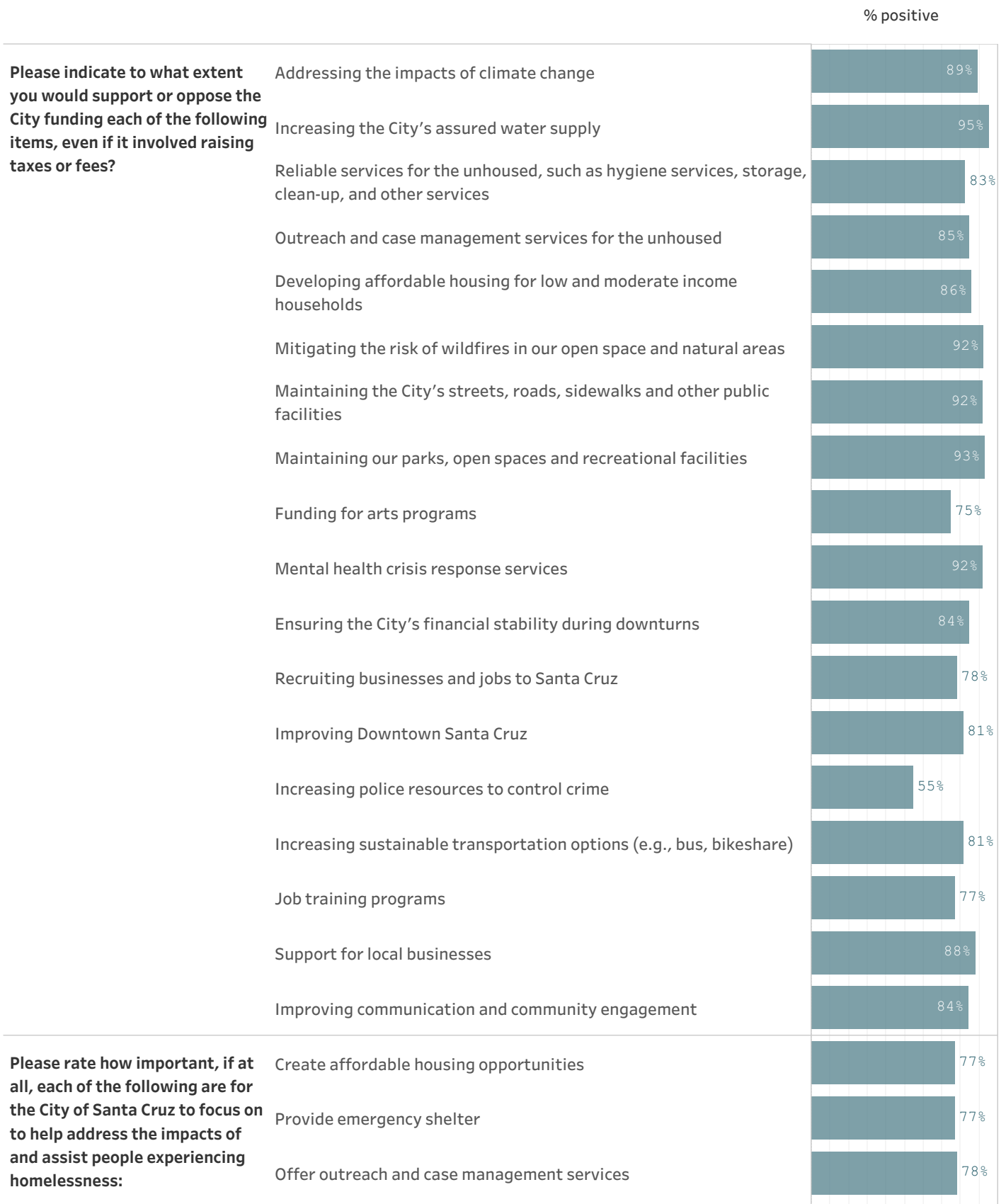
In general, how many times do you:
(% a few times a week or more)

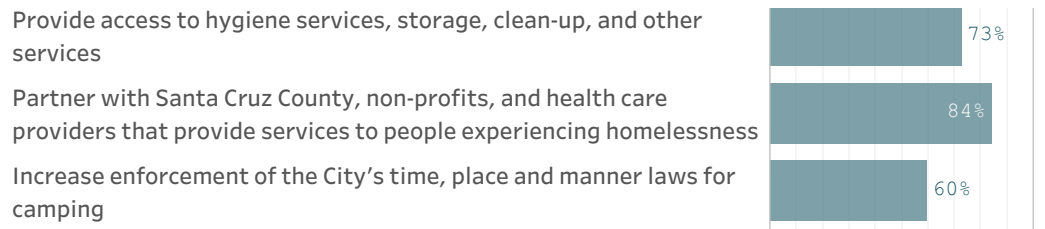
| | | |
|------------------------------------------|-----|---------|
| Use or check email | 99% | Similar |
| Access the internet from your home | 99% | Similar |
| Access the internet from your cell phone | 96% | Similar |
| Visit social media sites | 83% | Similar |
| Shop online | 48% | Lower |
| 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 involveme.. | 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 |

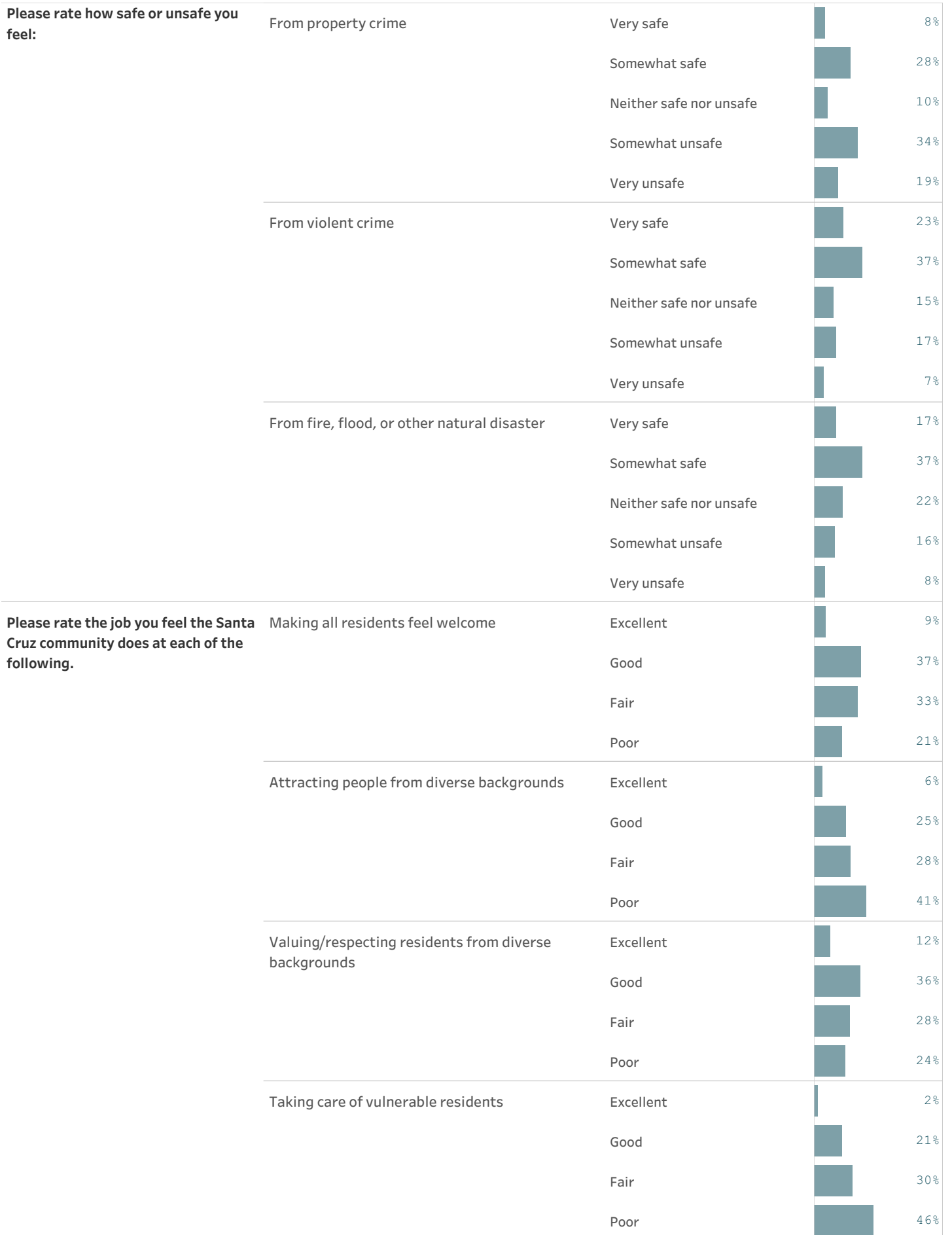
Complete set of frequencies
































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. | Aspect | Frequency | |
|-----------------------------------------------------------------------------|-----------|-----------|------------|
| | | Count | Percentage |
| Santa Cruz as a place to live | Excellent | 10 | 29% |
| | Good | 35 | 44% |
| | Fair | 12 | 19% |
| | Poor | 3 | 8% |
| Your neighborhood as a place to live | Excellent | 12 | 31% |
| | Good | 35 | 42% |
| | Fair | 15 | 23% |
| | Poor | 1 | 4% |
| Santa Cruz as a place to raise children | Excellent | 6 | 16% |
| | Good | 23 | 34% |
| | Fair | 23 | 32% |
| | Poor | 10 | 17% |
| Santa Cruz as a place to work | Excellent | 6 | 15% |
| | Good | 13 | 32% |
| | Fair | 16 | 35% |
| | Poor | 9 | 18% |
| Santa Cruz as a place to visit | Excellent | 20 | 50% |
| | Good | 16 | 39% |
| | Fair | 3 | 8% |
| | Poor | 1 | 3% |
| Santa Cruz as a place to retire | Excellent | 9 | 23% |
| | Good | 13 | 31% |
| | Fair | 11 | 26% |
| | Poor | 8 | 20% |
| The overall quality of life | Excellent | 8 | 19% |
| | Good | 30 | 45% |
| | Fair | 12 | 26% |
| | Poor | 4 | 10% |
































| | | | | |
|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| Please rate each of the following aspects of quality of life in Santa Cruz. | Sense of community | Excellent |  | 12% |
| | | Good |  | 42% |
| | | Fair |  | 28% |
| | | Poor |  | 17% |
| Please rate each of the following characteristics as they relate to Santa Cruz as a whole. | Overall economic health | Excellent |  | 3% |
| | | Good |  | 25% |
| | | Fair |  | 42% |
| | | Poor |  | 30% |
| | Overall quality of the transportation system | Excellent |  | 7% |
| | | Good |  | 33% |
| | | Fair |  | 36% |
| | | Poor |  | 24% |
| | Overall design or layout of residential and commercial areas | Excellent |  | 4% |
| | | Good |  | 39% |
| | | Fair |  | 38% |
| | | Poor |  | 19% |
| Overall quality of the utility infrastructure | Excellent |  | 7% | |
| | Good |  | 44% | |
| | Fair |  | 38% | |
| | Poor |  | 10% | |
| Overall feeling of safety | Excellent |  | 5% | |
| | Good |  | 35% | |
| | Fair |  | 34% | |
| | Poor |  | 26% | |
| Overall quality of natural environment | Excellent |  | 52% | |
| | Good |  | 34% | |
| | Fair |  | 12% | |
| | Poor |  | 2% | |
| Overall quality of parks and recreation opportunities | Excellent |  | 37% | |
| | Good |  | 45% | |
| | Fair |  | 14% | |

| | | | | | |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| 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% | |

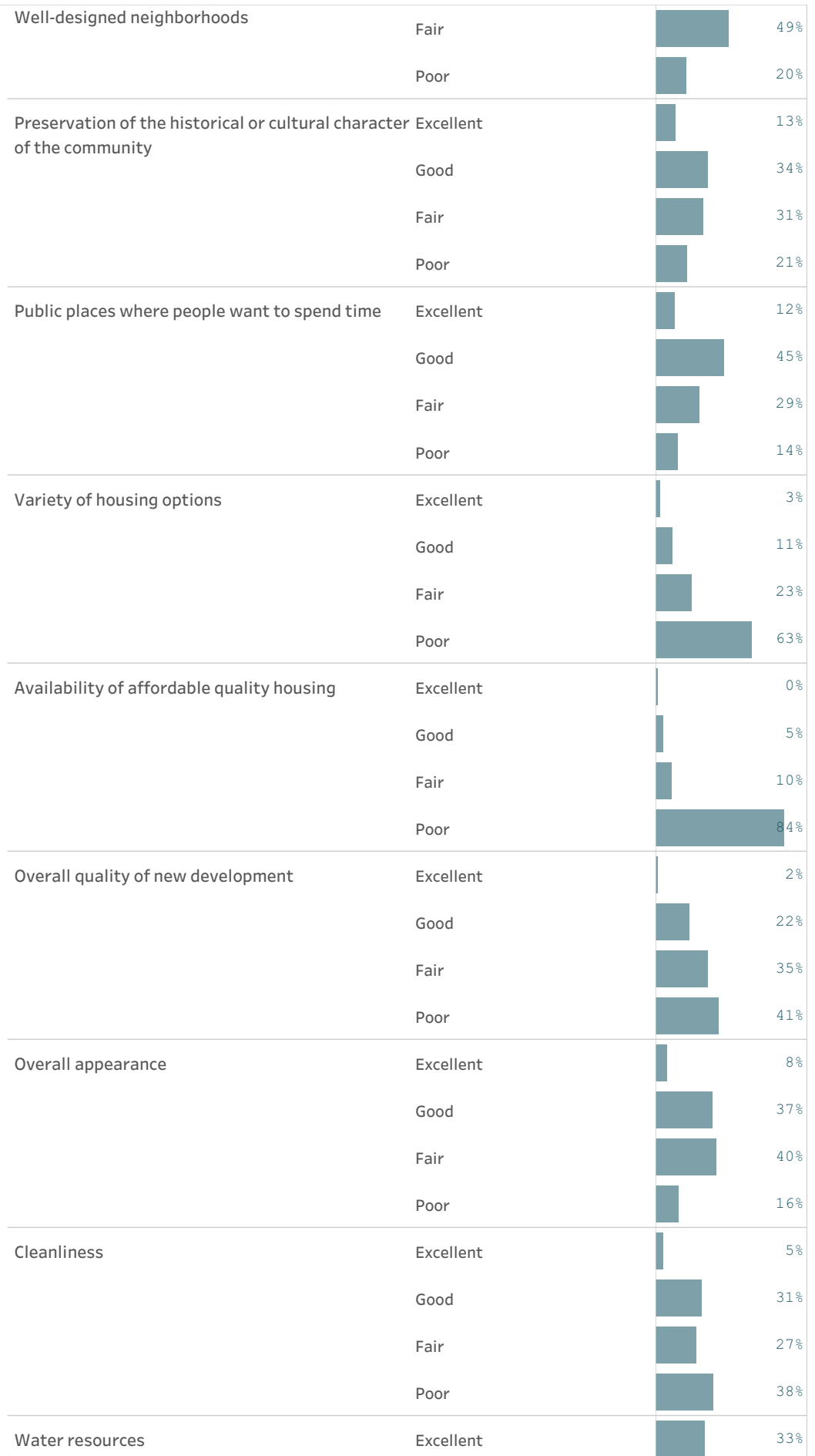


| | | | | |
|----------------------------------------------------------------------------|--------------------------------------------------------|-----------|---------------------------------------------------------------------------------------|-----|
| Please rate each of the following in the Santa 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% |

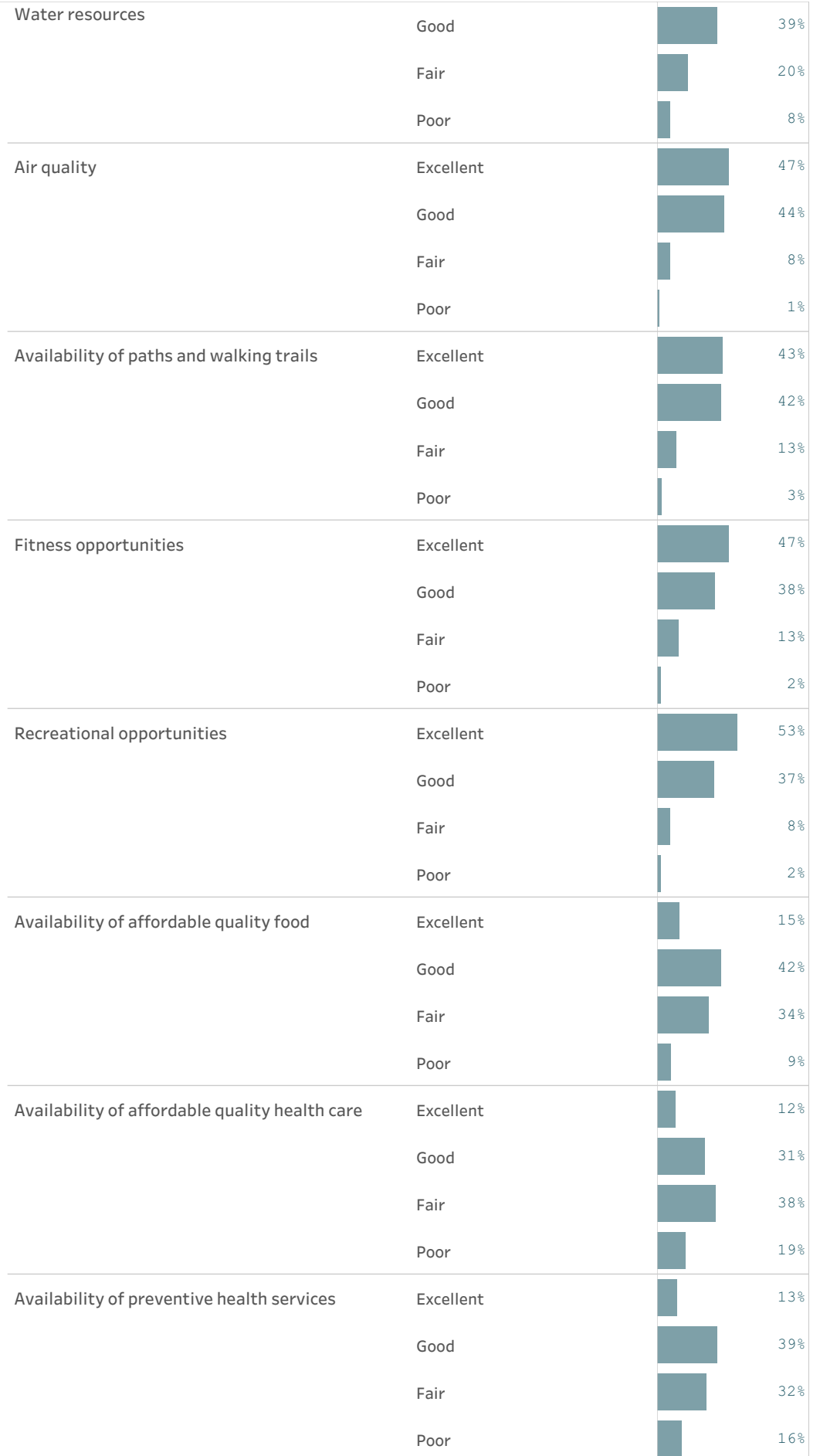
Please also rate each of the following in the Santa Cruz community.

| | | | |
|-----------------------------------------|-----------|---------------------------------------------------------------------------------------|-----|
| 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% |

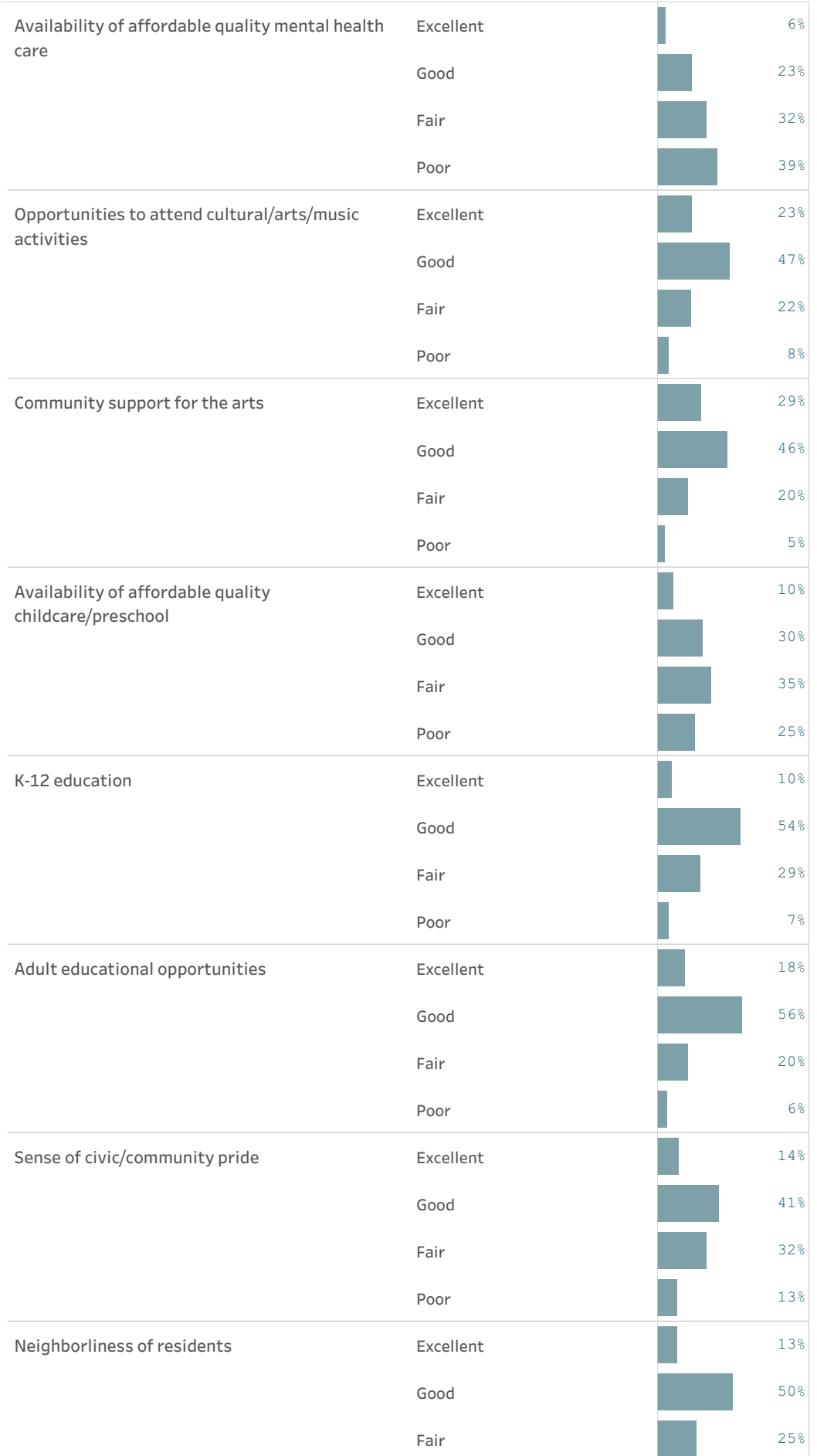
Please also rate each of the following in the Santa Cruz community.


































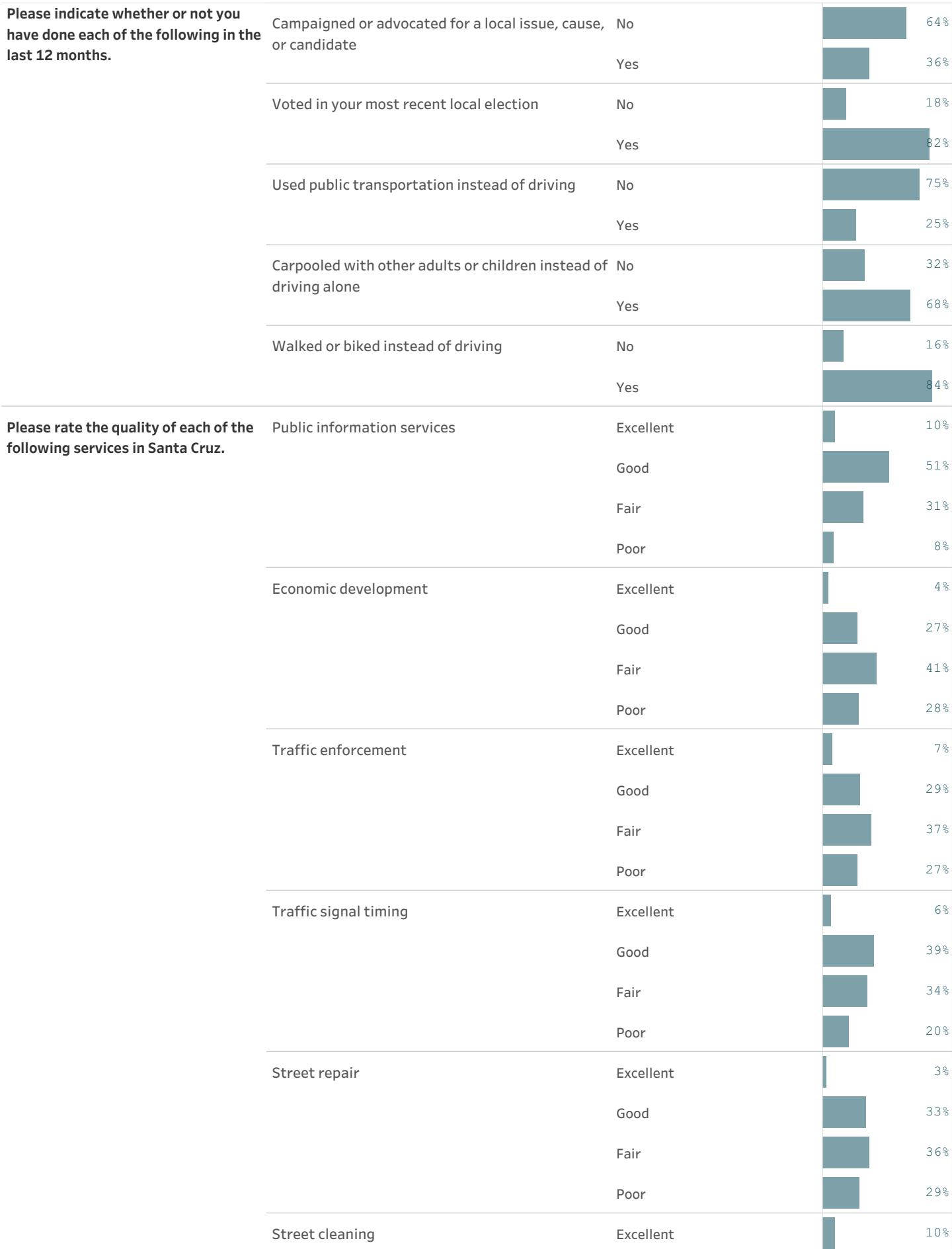
Please also rate each of the following in the Santa Cruz community.



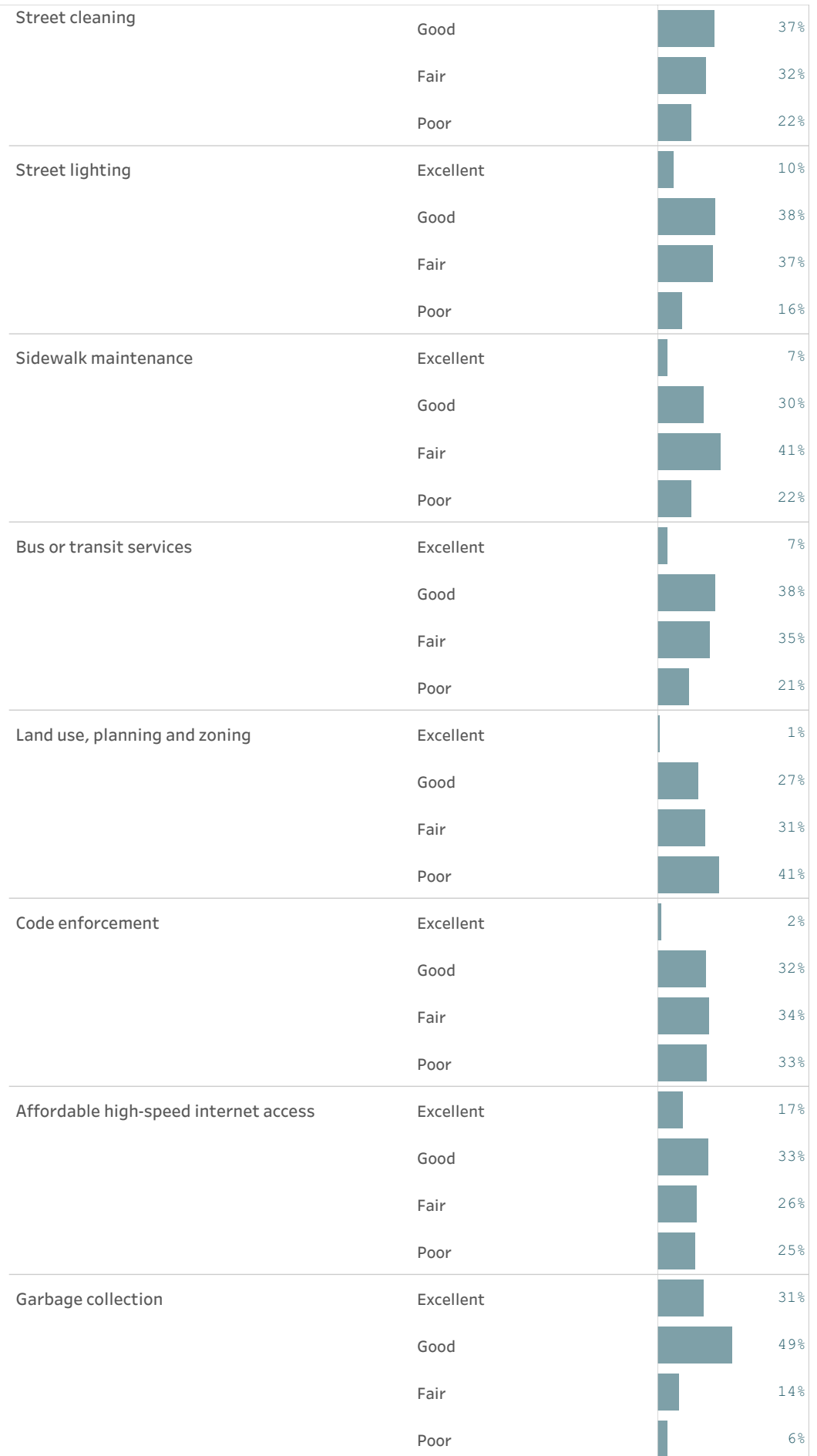
Please also rate each of the following in the Santa Cruz community.



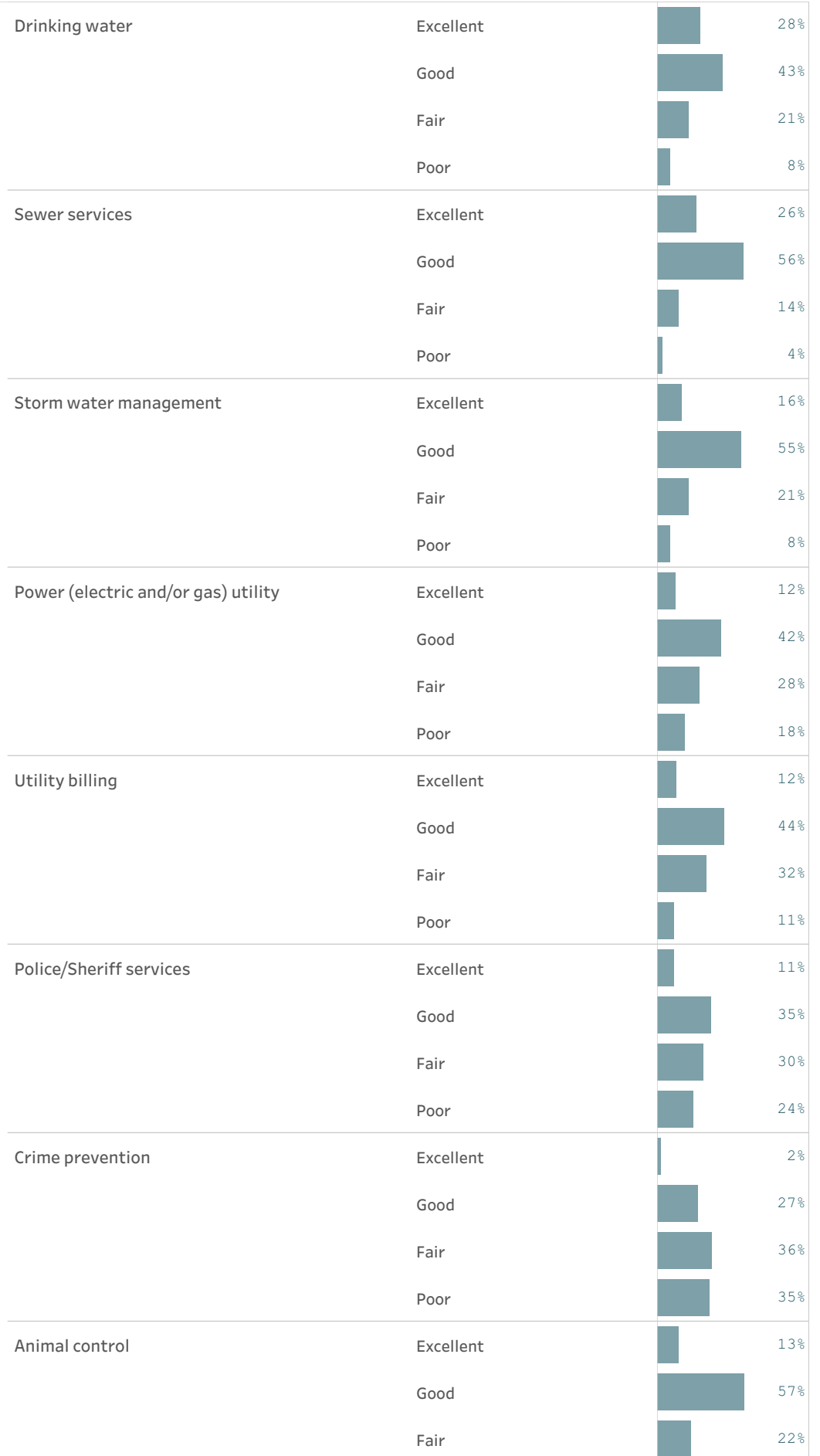
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|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| Please also rate each of the following in the Santa Cruz community. | Neighborhoodliness 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 | | 34% |
| | Good | | 53% |
| | Fair | | 10% |
| | Poor | | 3% |
| Fire prevention and education | Excellent | | 23% |
| | 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% |

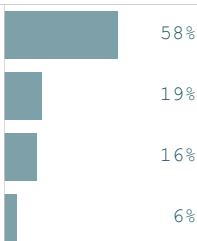
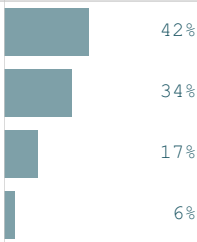
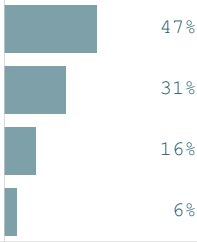
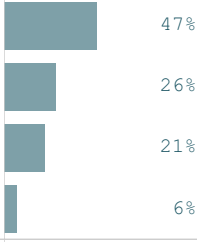
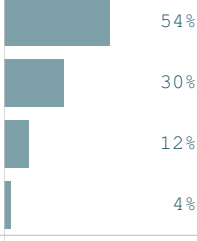
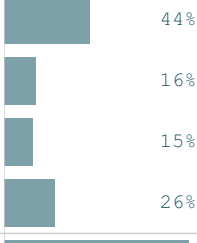
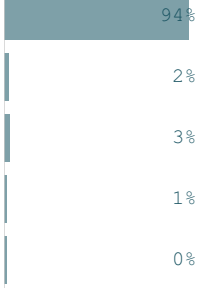

| Please rate the following categories of Santa Cruz government performance. | | | | |
|----------------------------------------------------------------------------|-----------|--|--|-----|
| The overall direction that Santa Cruz is taking | Good | | | 25% |
| | Fair | | | 31% |
| | Poor | | | 39% |
| 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% |

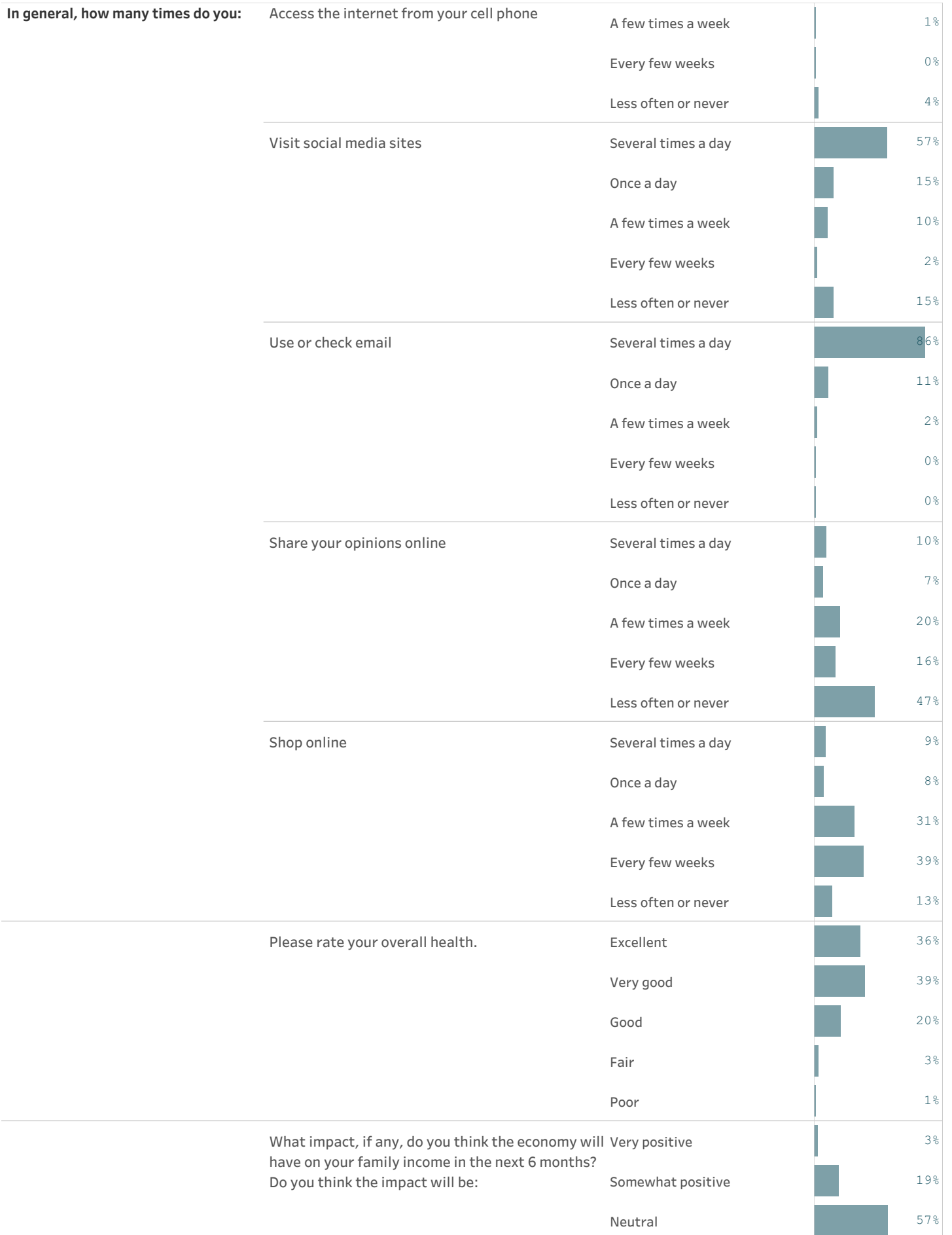
| | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| 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? | Response | | Percentage |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------|------------|
| | Response | Percentage | |
| 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 | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------|
| | Response | Percentage |
| | 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? Do you think the impact will be: | Somewhat negative | | 17% | |
| | 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 | | 80% | |
| | 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 NCST™), 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.

| Question | Rating | Percentage | |
|-----------------------------------------------------------------------------|-------------------------------|------------|-----|
| 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% | |

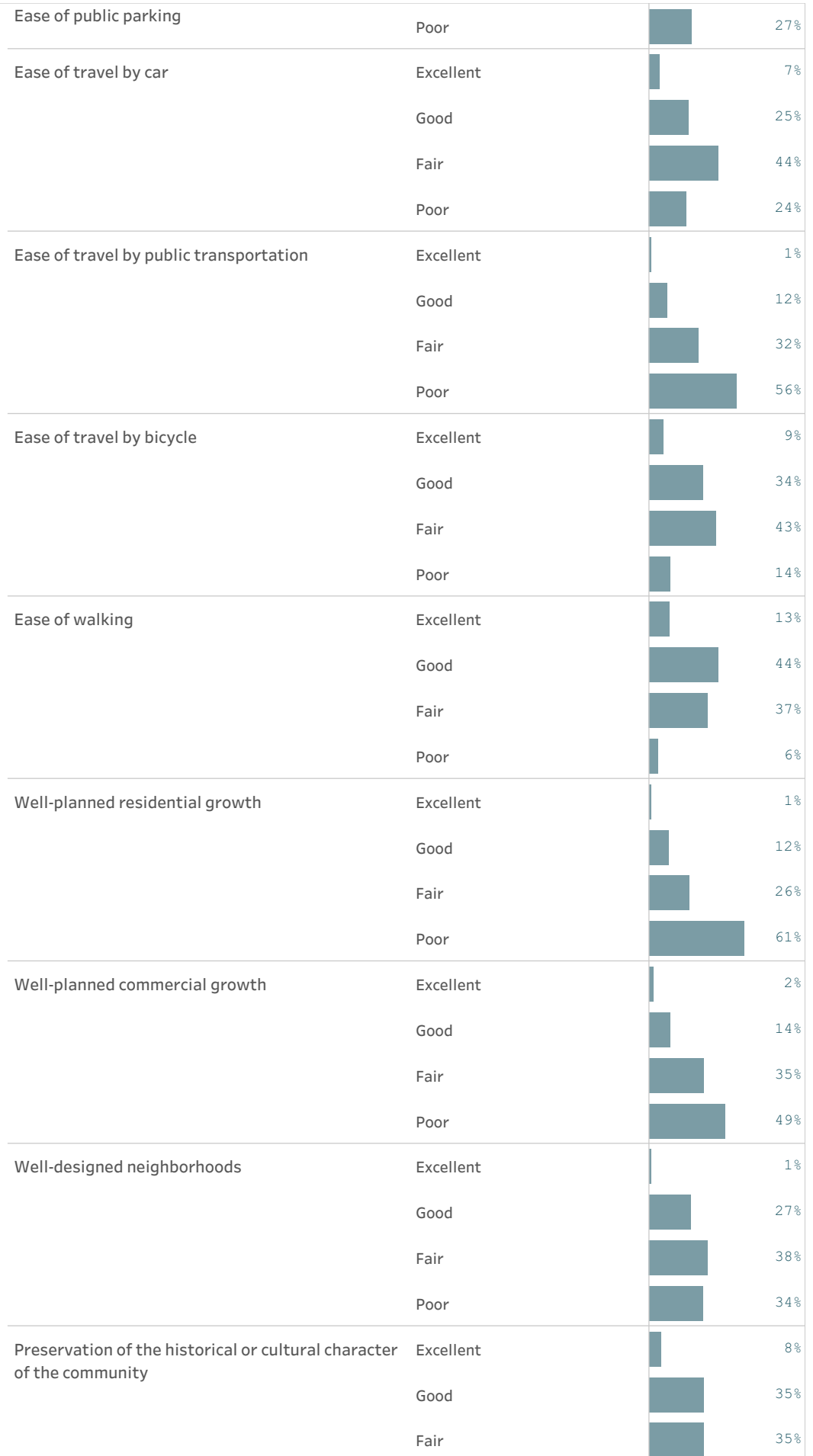
| | | | | |
|---------------------------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----|
| Please rate each of the following aspects of quality of life in Santa Cruz. | Sense of community | Excellent |  | 9% |
| | | Good |  | 31% |
| | | Fair |  | 35% |
| | | Poor |  | 25% |
| Please rate each of the following characteristics as they relate to Santa Cruz as a whole. | Overall economic health | Excellent |  | 0% |
| | | Good |  | 19% |
| | | Fair |  | 46% |
| | | Poor |  | 35% |
| Overall quality of the transportation system | Excellent |  | 1% | |
| | Good |  | 21% | |
| | Fair |  | 37% | |
| | Poor |  | 41% | |
| Overall design or layout of residential and commercial areas | Excellent |  | 1% | |
| | Good |  | 36% | |
| | Fair |  | 45% | |
| | Poor |  | 18% | |
| Overall quality of the utility infrastructure | Excellent |  | 4% | |
| | Good |  | 38% | |
| | Fair |  | 38% | |
| | Poor |  | 20% | |
| Overall feeling of safety | Excellent |  | 8% | |
| | Good |  | 27% | |
| | Fair |  | 38% | |
| | Poor |  | 27% | |
| Overall quality of natural environment | Excellent |  | 45% | |
| | Good |  | 37% | |
| | Fair |  | 15% | |
| | Poor |  | 3% | |
| Overall quality of parks and recreation opportunities | Excellent |  | 36% | |
| | Good |  | 40% | |
| | Fair |  | 17% | |
| | Poor |  | 6% | |

| | | | | |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| 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% | |

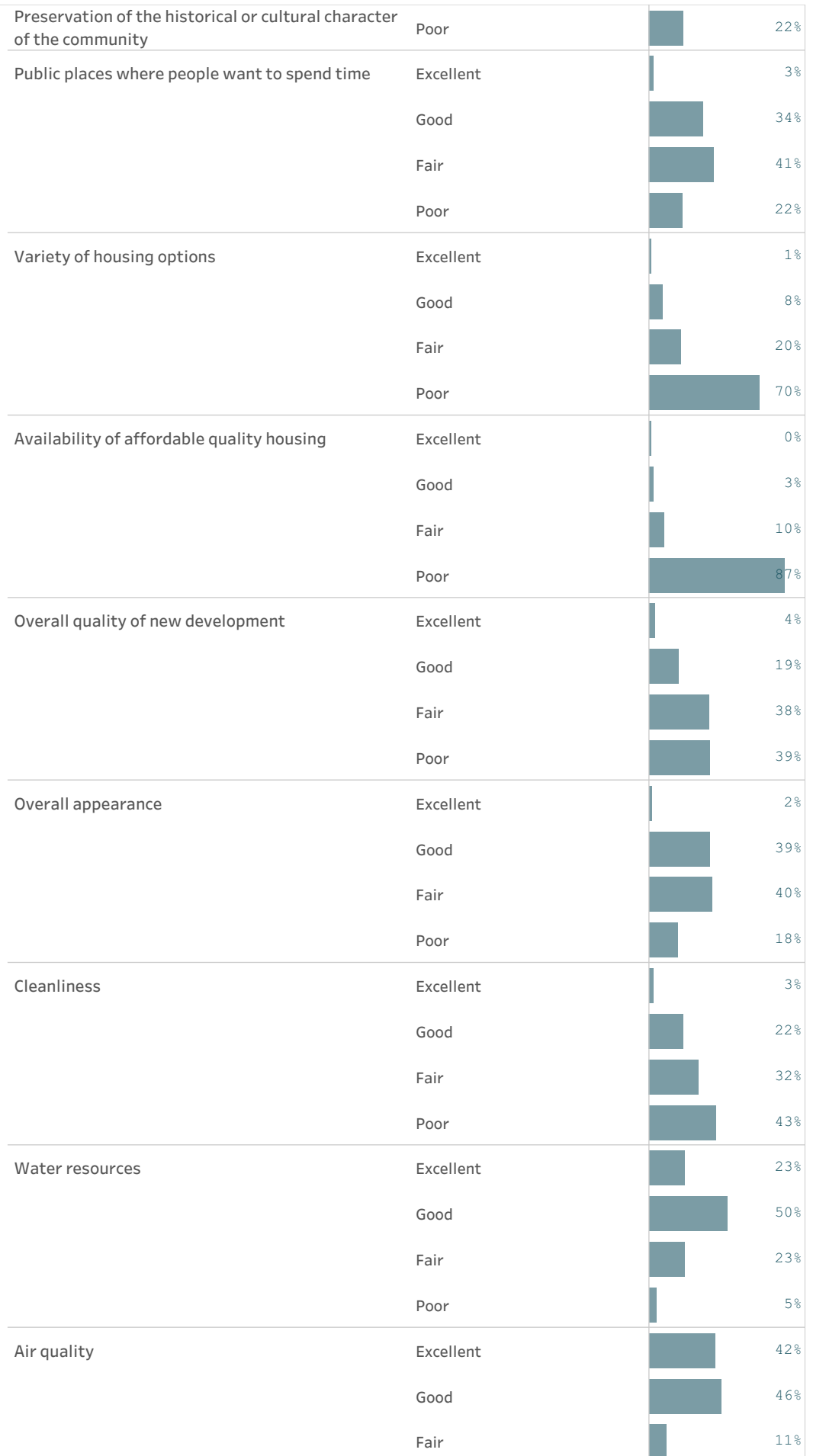
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|---------------------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------|-----|-----|
| Please rate how safe or unsafe you feel: | From property 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% | |

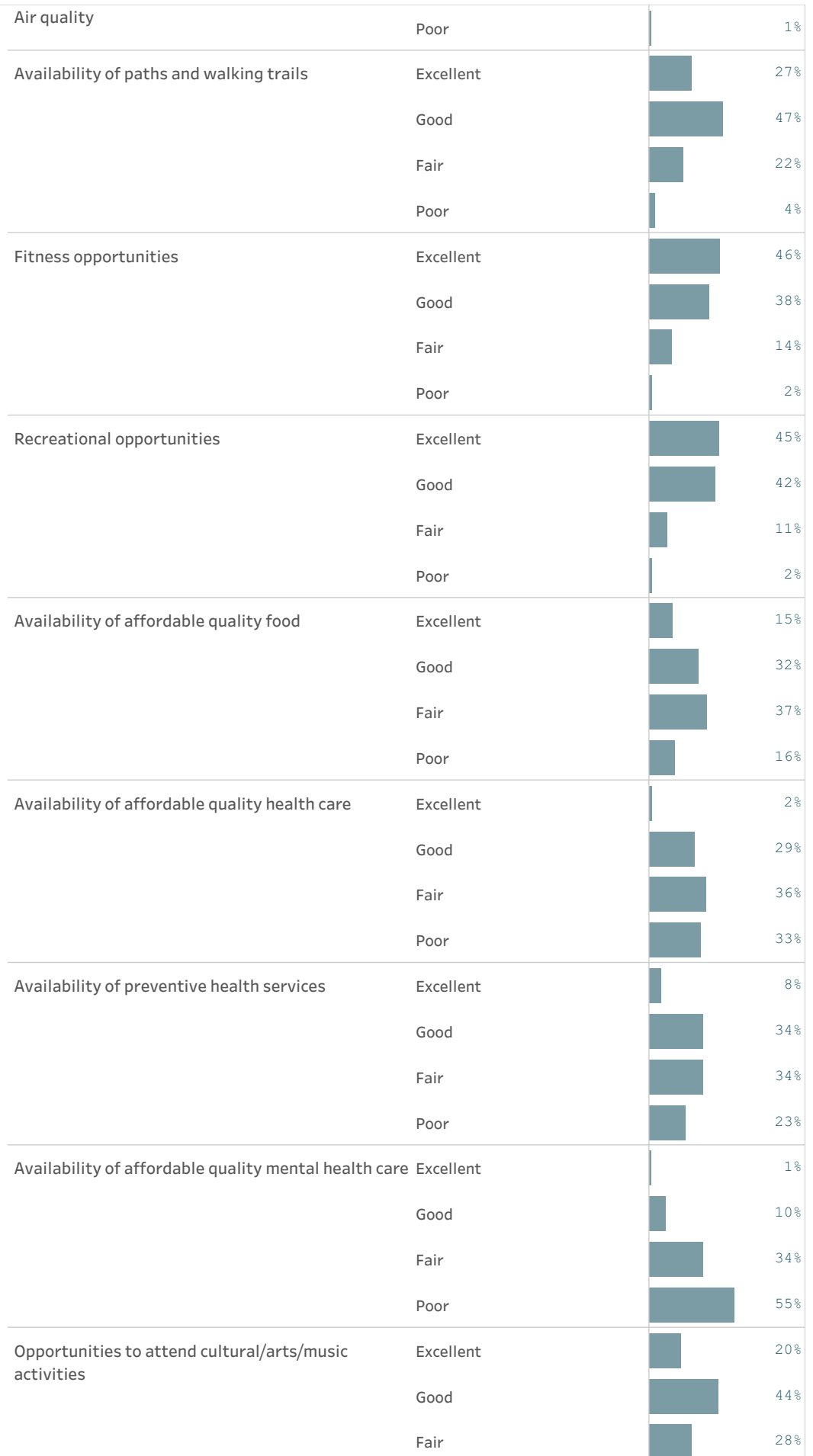
Please also rate each of the following in the Santa Cruz community.



































































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



































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

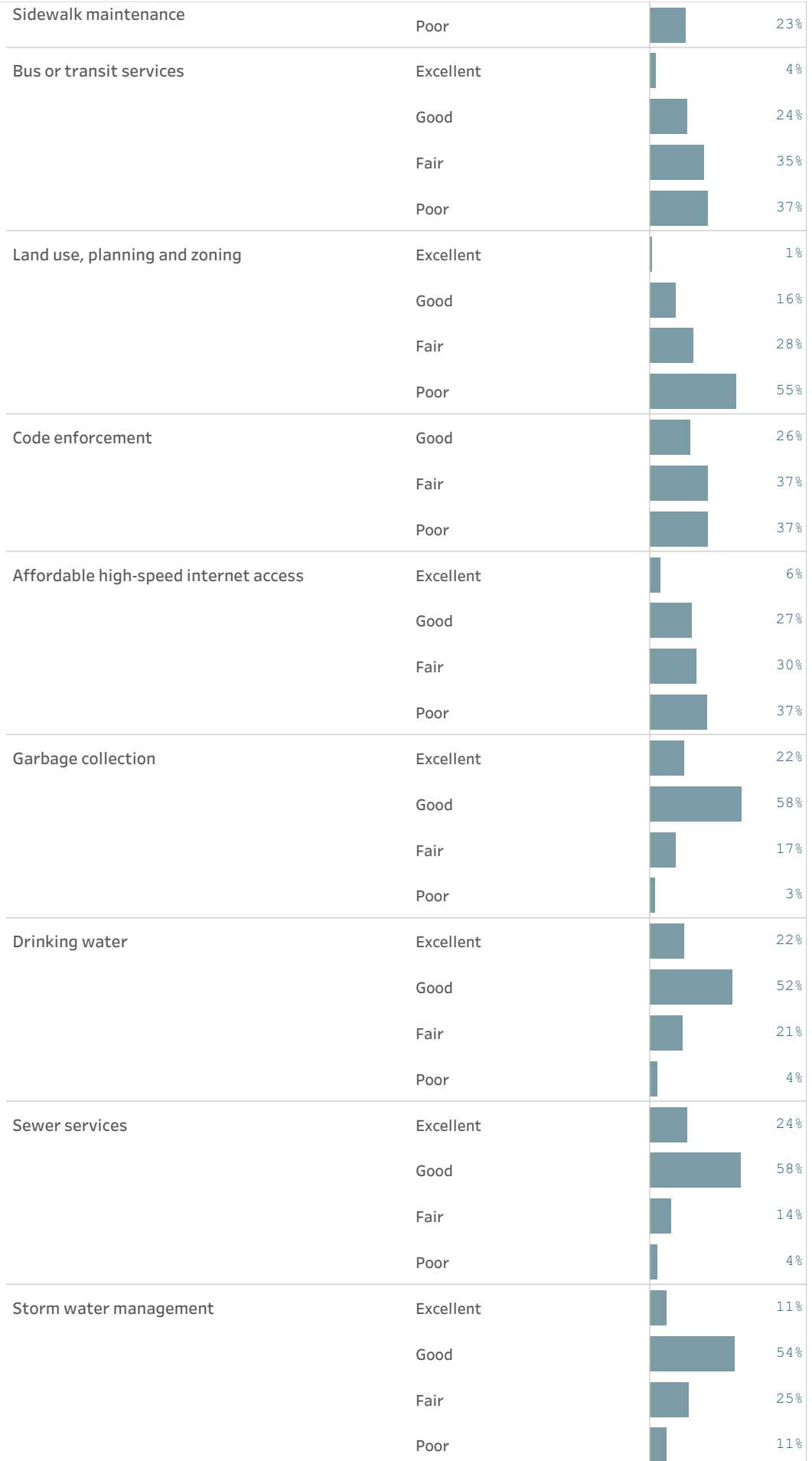


| Please also rate each of the following in the Santa Cruz community. | | | |
|---------------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------|-----|
| Opportunities to attend cultural/arts/music activities | Poor |  | 8% |
| | Excellent |  | 25% |
| | Good |  | 50% |
| | Fair |  | 20% |
| Community support for the arts | Poor |  | 5% |
| | Excellent |  | 0% |
| | Good |  | 6% |
| | Fair |  | 40% |
| Availability of affordable quality childcare/preschool | Poor |  | 53% |
| | Excellent |  | 5% |
| | Good |  | 44% |
| | Fair |  | 35% |
| K-12 education | Poor |  | 15% |
| | Excellent |  | 12% |
| | Good |  | 51% |
| | Fair |  | 30% |
| Adult educational opportunities | Poor |  | 7% |
| | Excellent |  | 10% |
| | Good |  | 34% |
| | Fair |  | 34% |
| Sense of civic/community pride | Poor |  | 22% |
| | Excellent |  | 9% |
| | Good |  | 37% |
| | Fair |  | 37% |
| Neighborliness of residents | Poor |  | 17% |
| | Excellent |  | 14% |
| | Good |  | 48% |
| | Fair |  | 33% |
| Opportunities to participate in social events and activities | Poor |  | 6% |
| | Excellent |  | 15% |
| | Good |  | 52% |
| | Fair |  | 25% |
| Opportunities to attend special events and festivals | | | |

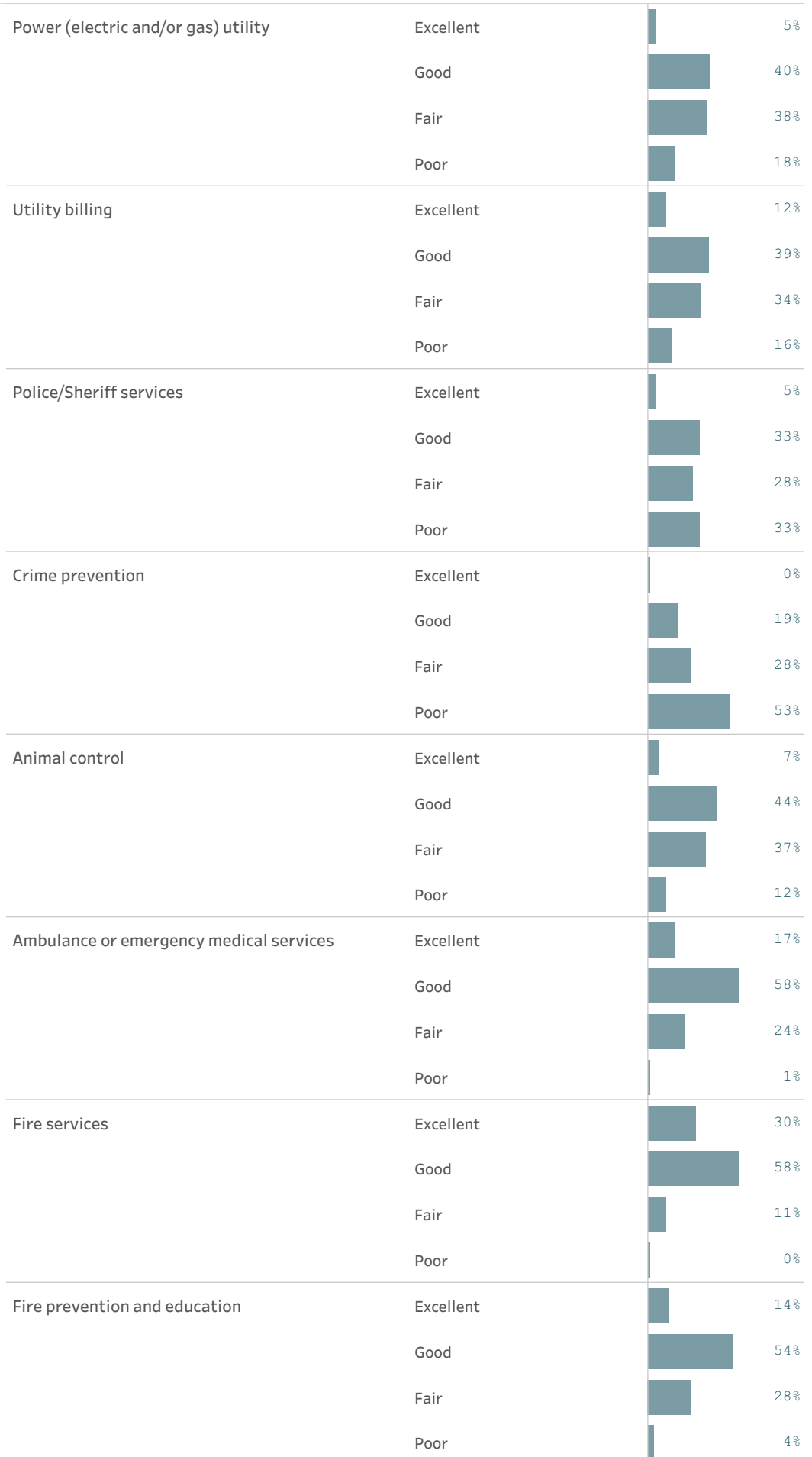
| | | | | | |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----|
| 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% | |

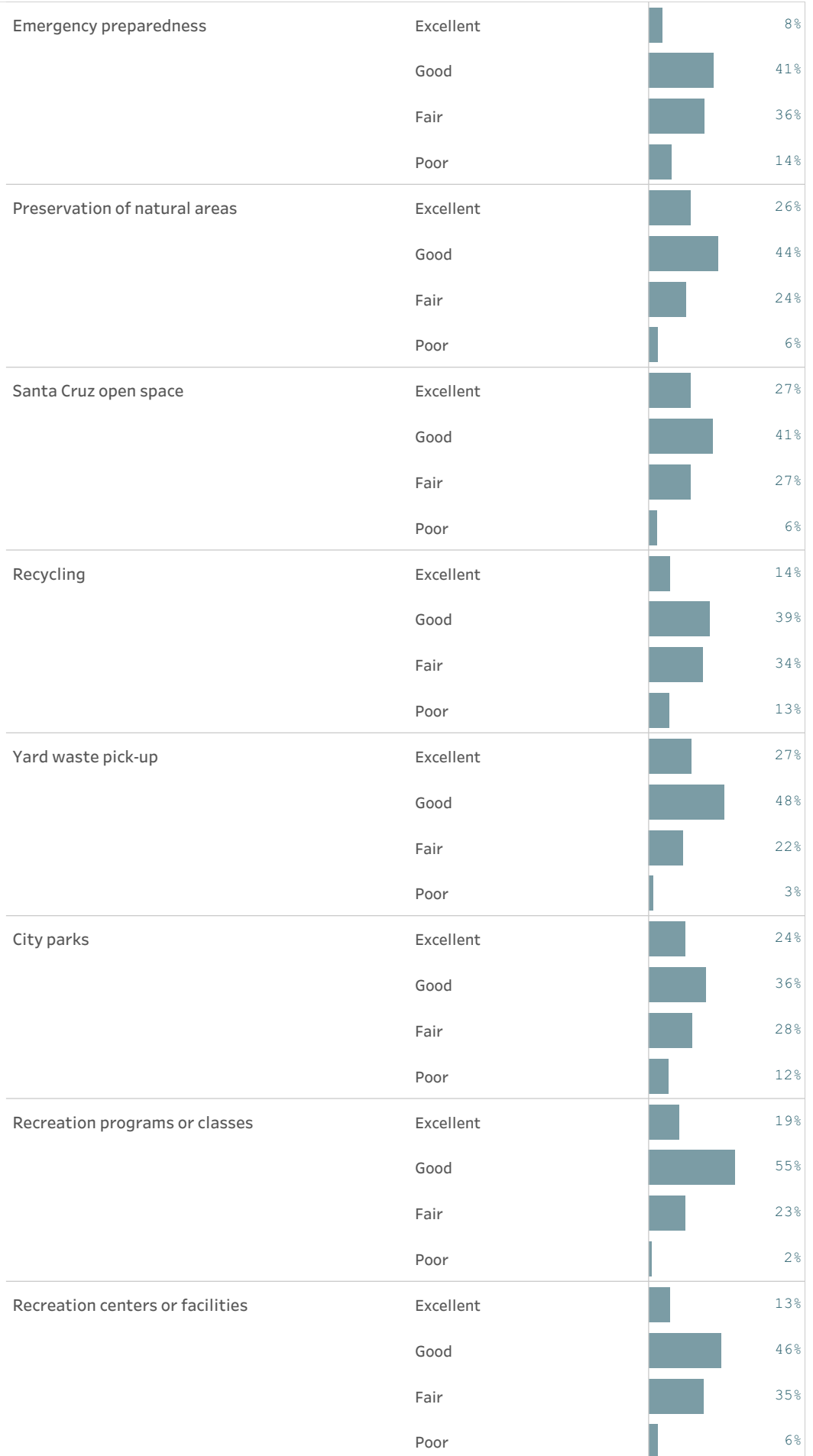
Please rate the quality of each of the following services in Santa Cruz.



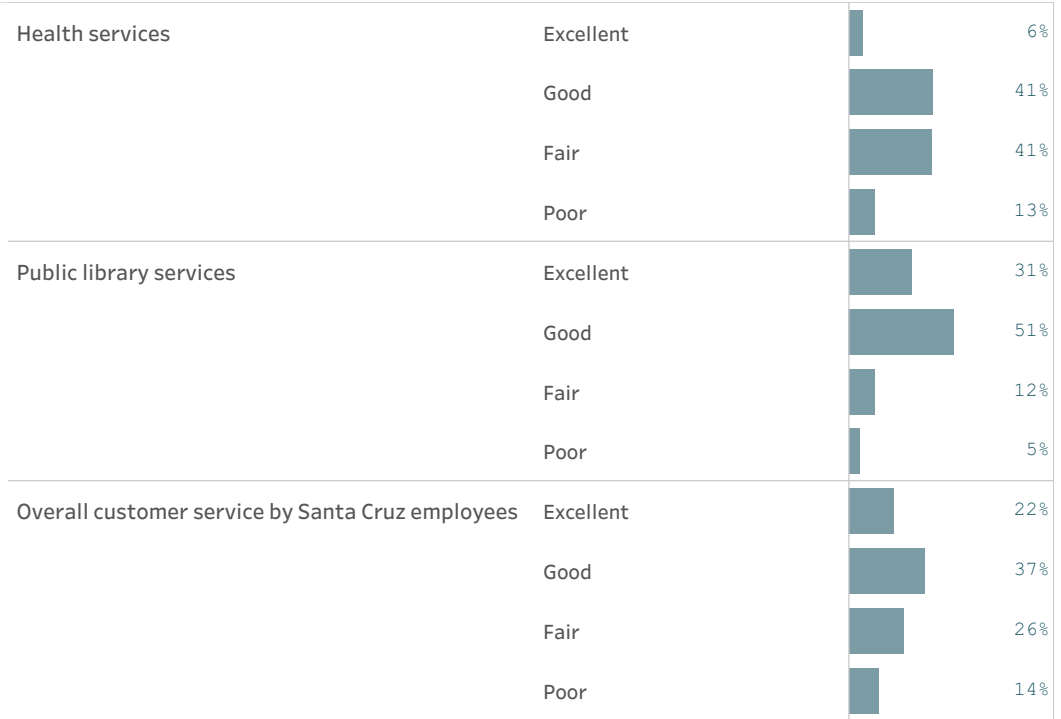
Please rate the quality of each of the following services in Santa Cruz.



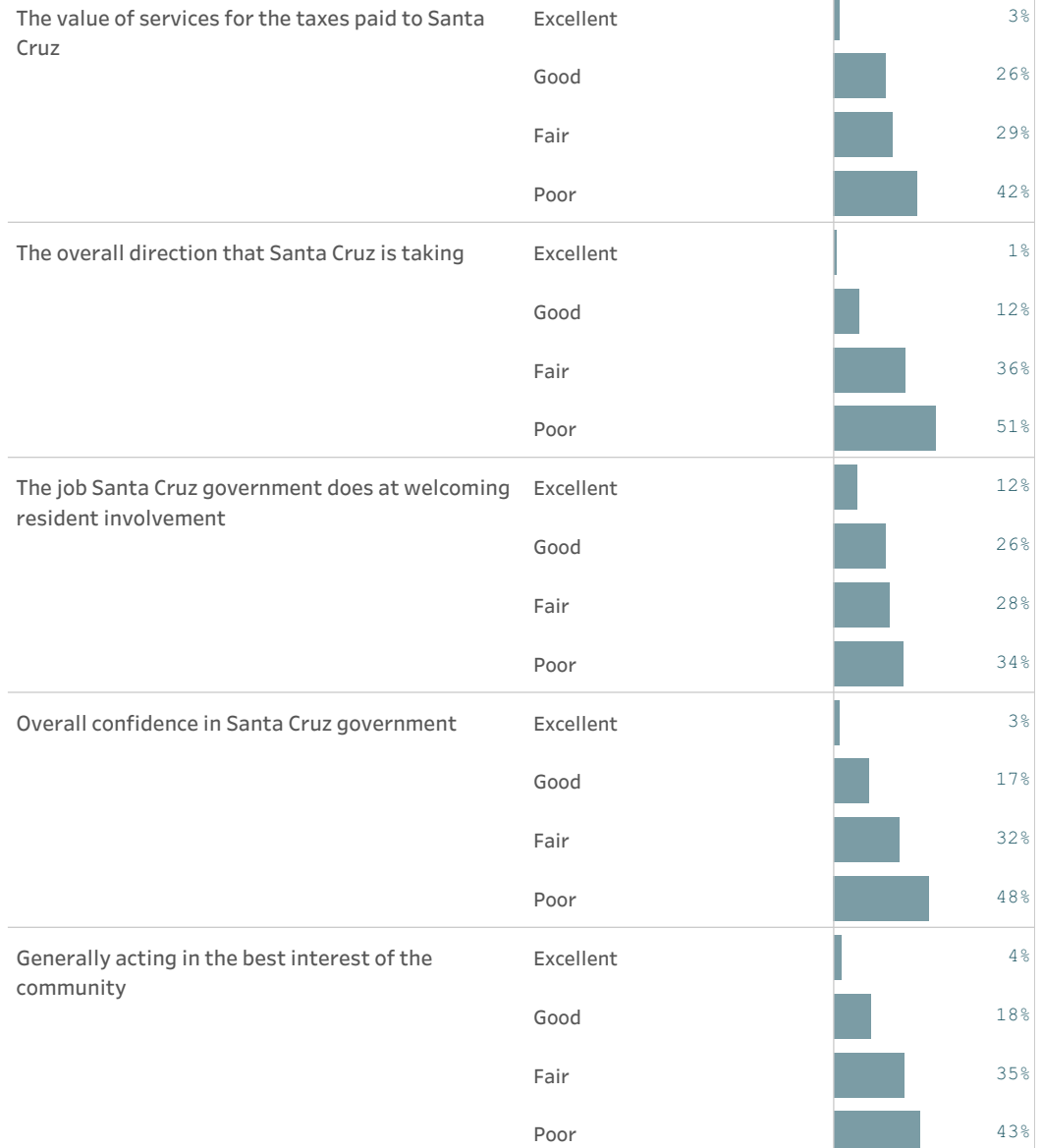
Please rate the quality of each of the following services in Santa Cruz.



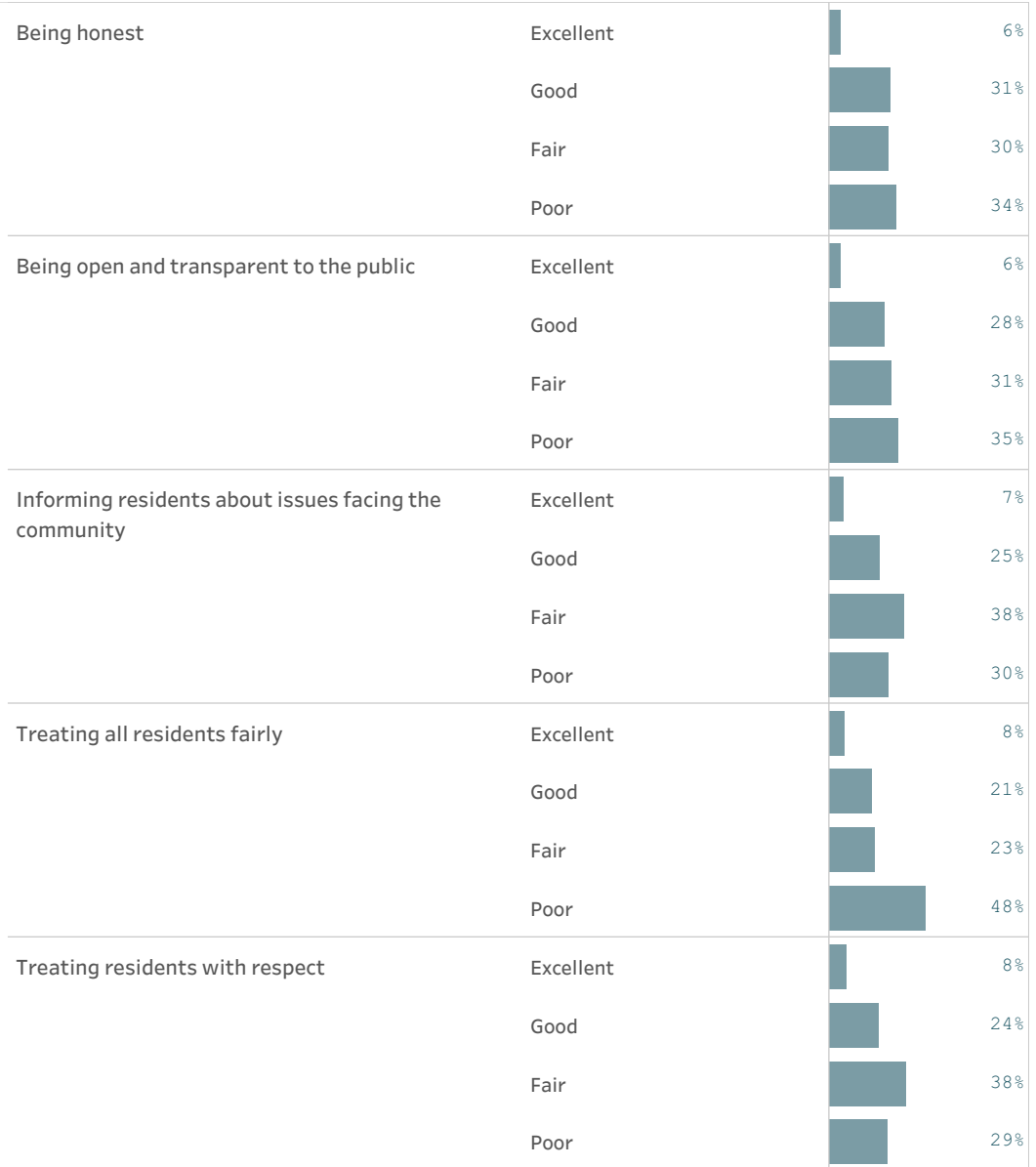
Please rate the quality of each of the following services in Santa Cruz.



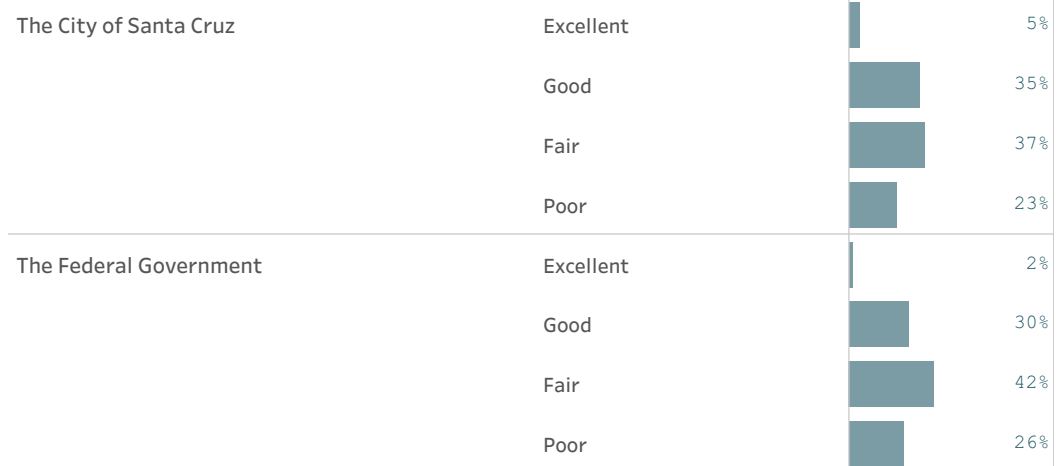
Please rate the following categories of Santa Cruz government performance.



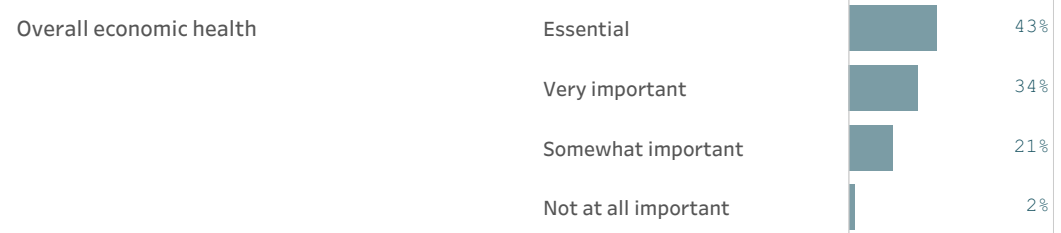
Please rate the following categories of Santa Cruz government performance.



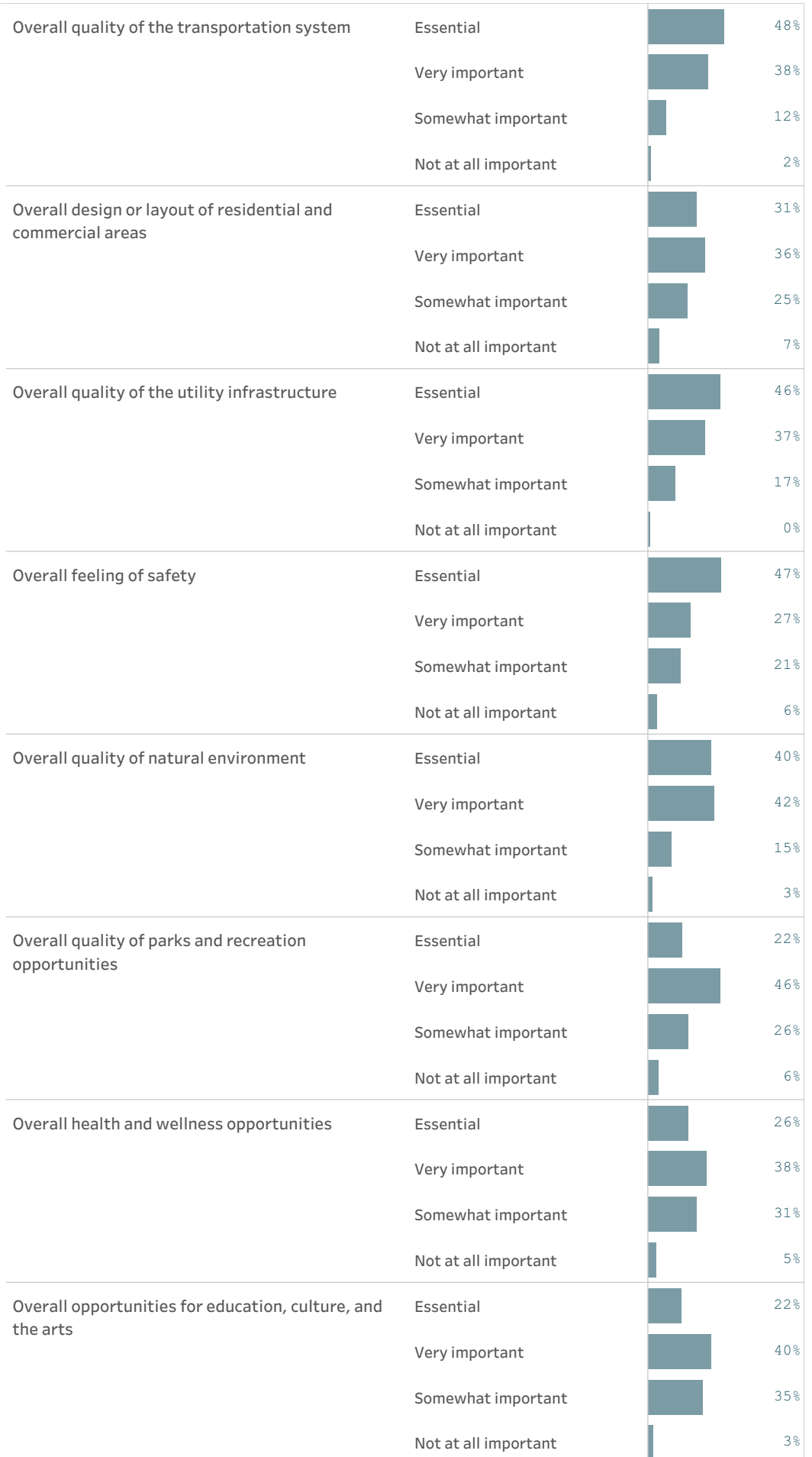
Overall, how would you rate the quality of the services provided by each of the following?



































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.

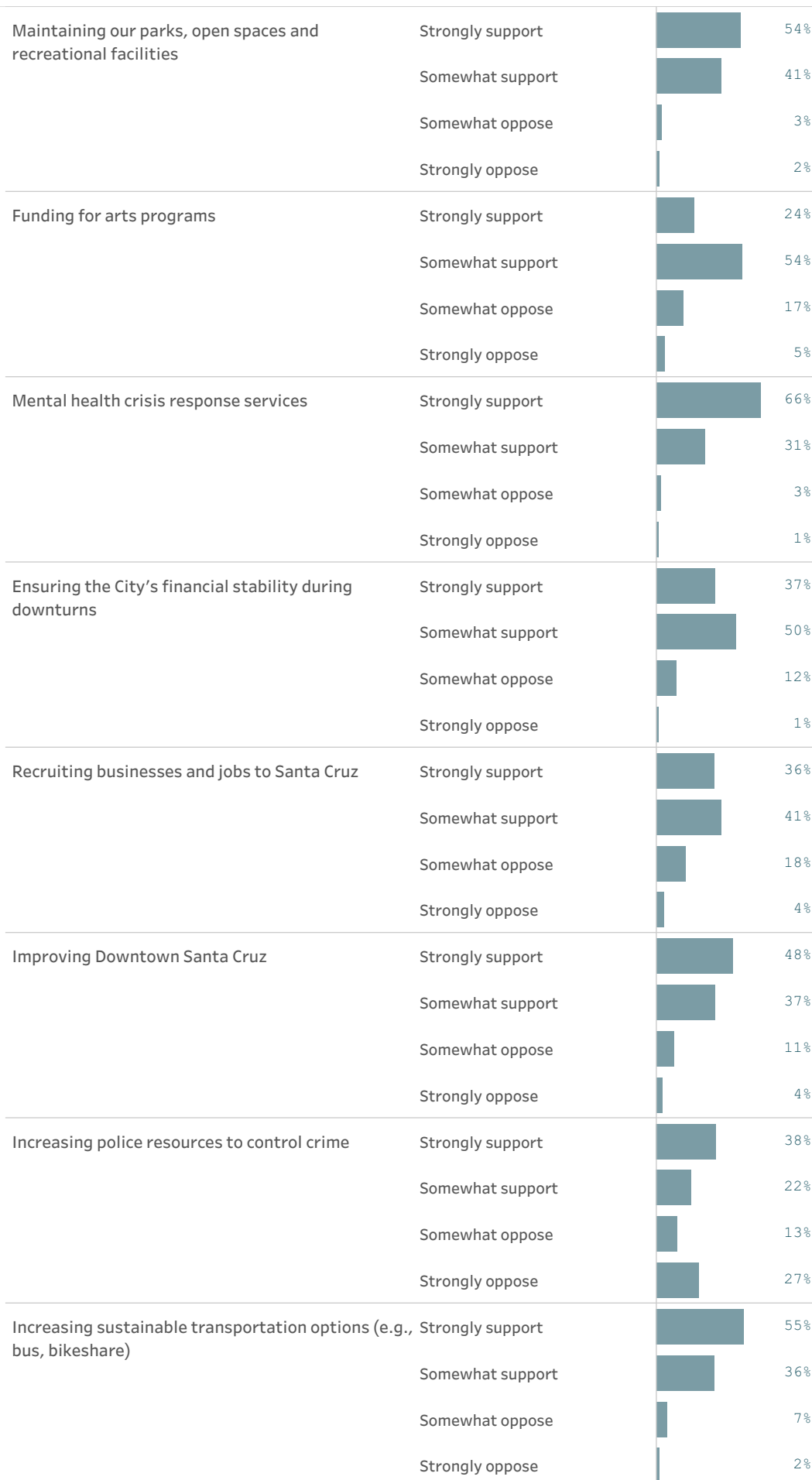


Please rate how important, if at all, you think it is for the Santa Cruz community to focus on each of the following in the coming two years.



| | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----|
| 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?

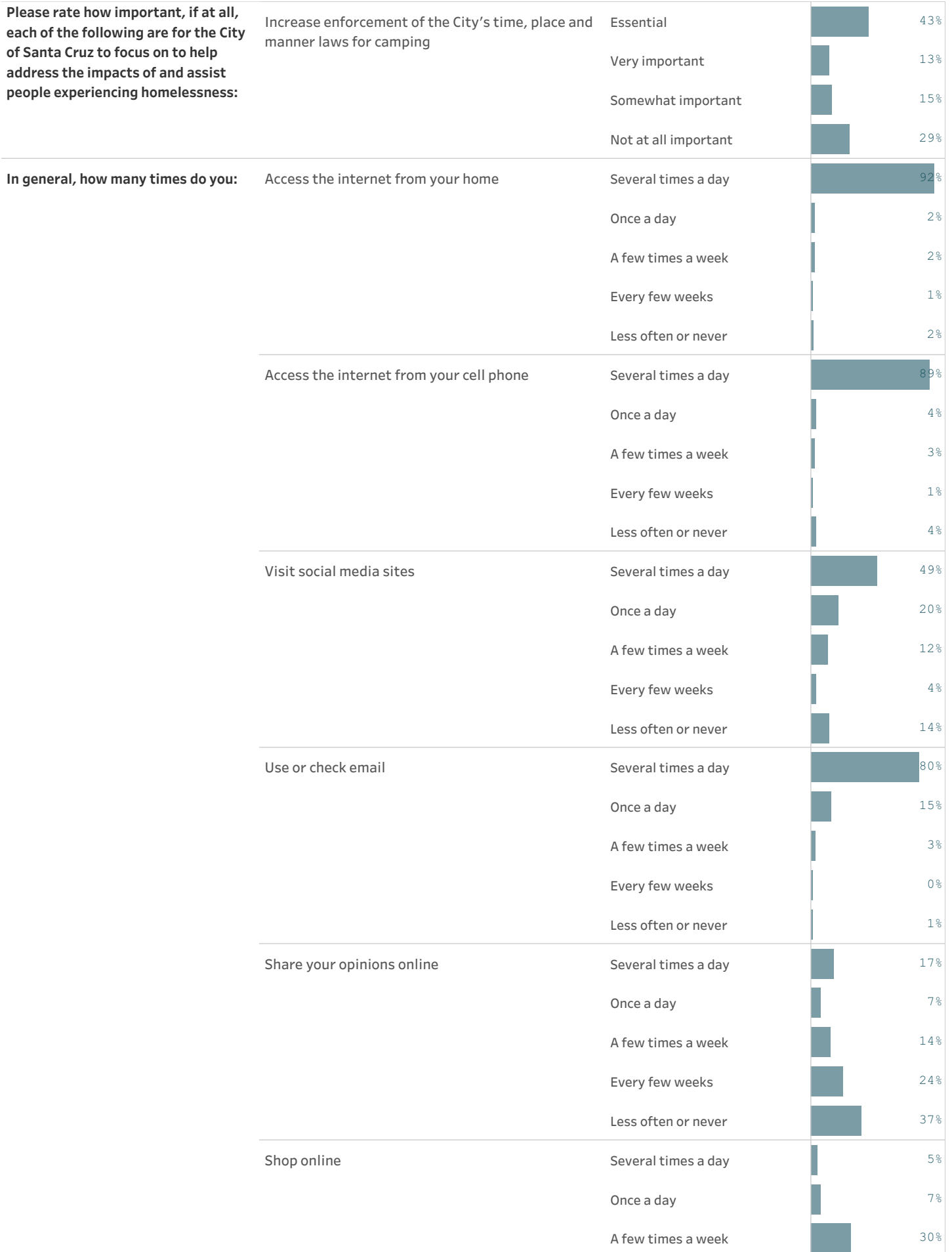


Please indicate to what extent you would support or oppose the City funding each of the following items, even if it involved raising taxes or fees?

































| | | |
|--------------------------------------------------|------------------|-----|
| 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 |  | 8% |
| | 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% |

How did you hear about this survey? (Select all that apply.)



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,

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Atentamente,



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

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



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Santa Cruz, CA 95060

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First Class Mail
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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.

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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.

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Mayor/Alcalde
15.93

Dear Santa Cruz Resident,

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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>

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 ayudar a crear una Ciudad mejor!

Atentamente,



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

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Santa Cruz, CA 95060

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Dear Santa Cruz Resident,

Just a reminder—if you have not yet completed Santa Cruz’s 2021 Community Survey, please do so. **If you have completed it, thank you. Please do not respond twice.**

Your participation in this **confidential survey** is very important—your answers will help Santa Cruz make decisions that affect our community. Please complete the survey online at:

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

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 helping create a better City!

Sincerely,

Donna Meyers
Mayor/Alcalde

Estimado Residente de Santa Cruz,

Solamente un recordatorio—si usted aún no ha completado la Encuesta de la Comunidad del 2021 de Santa Cruz, por favor hágalo. **Si ya lo ha completado, gracias. Por favor no responda dos veces.**

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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Mayor/Alcalde
15.96

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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