

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 to 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 xxage, 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 Sex Sex/age	Not white alone	23%	37%	37%
	White alone, not Hispanic or Latino	77%	63%	63%
	Female	58%	51%	51%
	Male	42%	49%	49%
	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 <a href="https://info.polco.us/knowledge/statistical-vali">https://info.polco.us/knowledge/statistical-vali</a>

 \* See AAPOR's Standard Definitions for more information at <u>https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx</u>
 \* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <u>https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf</u>

\* 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).

vs. benchmark\*

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
Overall quality of the transportation system	40%	Lower
Overall design or layout of residential and commercial areas	<b>43</b> %	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

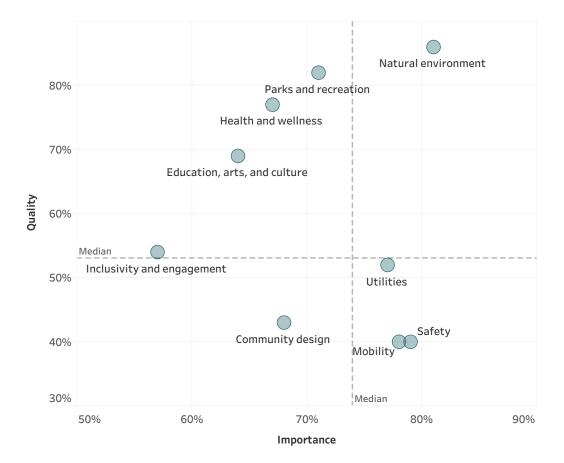
#### **Balancing performance and importance**

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.



### The overall quality of life in Santa Cruz Poor 10% Excellent 19% Fair 26% Good

vs.

# **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.

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

(% excellent or good)		benchmark*
Santa Cruz as a place to live	73%	Similar
The overall quality of life	63%	Similar

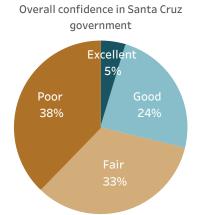
#### Please indicate how likely or unlikely you are to do each of the following.

	(9	% ver	v or	some	what	likely)
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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



vs.

### 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.

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

( <i>mexcellent</i> of good)		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

#### 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:

#### Economy Excellent Very positive 30 Local governments work together with private Poor and nonprofit businesses, and with the 30% Somewhat positive 19% community at large, to foster sustainable growth, create jobs, and promote a thriving 57% Neutral local economy. Somewhat negative 17% Very negative

### Please rate each of the following aspects of quality of life in Santa Cruz.

(% excellent or good)		vs. benchmark*
Santa Cruz as a place to visit	89%	Higher
Santa Cruz as a place to work	47%	Similar

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

(% excellent or good)

Overall economic health	28%	Much lower

# 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)

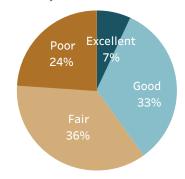
Economic development	31%	Lower	

# 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	22%	Similar	
the next 6 months? Do you think the impact will be:			

# Overall quality of the transportation system in Santa Cruz



vs.

benchmark\*

### 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.

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

Overall quality of the transportation system 4	40%	Lower
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### 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.

101		
10/2	VOC	۱.
1 / 0	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)

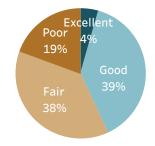
Street lighting	48%	Similar
Street cleaning	47%	Lower

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

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

## **Community design**

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



Please rate each of the following aspects of quality of life in Santa Cruz. (% excellent or good)		vs. benchmark*
Your neighborhood as a place to live	73%	Similar

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

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

(% exce	llent or	good
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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

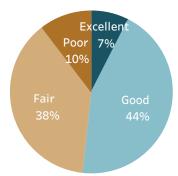
#### Please rate the quality of each of the following services in Santa Cruz. (% excellent or good)

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

Overall quality of the utility infrastructure in Santa Cruz

### 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.



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

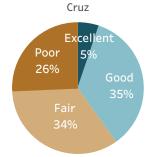
Please rate the quality of each of the following services in Santa Cruz. (% excellent or good)	vs. benchmark*	
Sewer services	82%	Similar
Garbage collection	80%	Similar
Drinking water	71%	Similar
Storm water management	71%	Similar
Utility billing	56%	Similar
Power (electric and/or gas) utility	54%	Lower
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	

## 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.



vs.

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

(% excellent or good)		benchmark*
Overall feeling of safety	<b>4</b> 0%	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

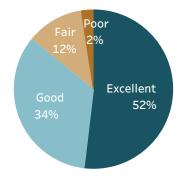
#### Please rate the quality of each of the following services in Santa Cruz. (% excellent or good)

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

Overall quality of natural environment in Santa Cruz

### **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.



vs.

benchmark\*

Higher

# Please rate each of the following characteristics as they relate to Santa Cruz as a whole. (% excellent or good) Overall quality of natural environment 86%

### 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)

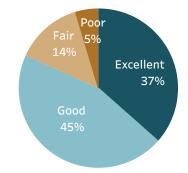
Yard waste pick-up	78%	Similar
Preservation of natural areas	77%	Higher
Santa Cruz open space	77%	Similar
Recycling	62%	Similar

### **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



vs.

benchmark\*

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

Overall quality of parks and recreation opportunities	82%	Similar
over an quanty of parks and recreation opportunities	020	01111242

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

(%	excellent	or	good)
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Recreational opportunities	90%	Much higher
Fitness opportunities	85%	Higher
Availability of paths and walking trails	85%	Higher

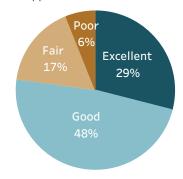
# Please rate the quality of each of the following services in Santa Cruz. (% excellent or good)

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

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.



vs.

benchmark\*

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

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)

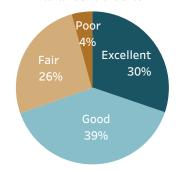
Health services	56%	Similar

# Please rate your overall health. (% excellent or very good) Please rate your overall health. 75% Similar

# 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. vs. (% excellent or good) benchmark\* Overall opportunities for education, culture, and the arts 69% Higher

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

(%)	excei	ient	org	,00a)

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	<b>64</b> %	Similar
Availability of affordable quality childcare/preschool	40%	Similar

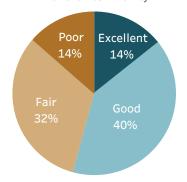
# Please rate the quality of each of the following services in Santa Cruz. (% excellent or good)

Public library services	80%	Similar

# Residents' connection and engagement with their community

### 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.



### $\label{eq:Please} Please \ rate \ each \ of \ the \ following \ aspects \ of \ quality \ of \ life \ in \ Santa \ Cruz.$

(% 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

#### $\label{eq:Please} Please also rate each of the following in the Santa Cruz \ community.$

#### (% 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

# Residents' participation levels

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

(%	ves)
( / 0	yes,

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

vs...

#### In general, how many times do you:

#### (% a few times a week or more)

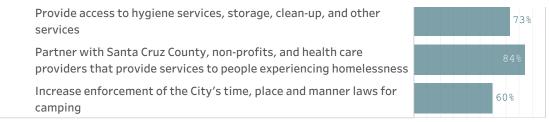
Use or check email	99%	Similar
Access the internet from your home	99%	Similar
Access the internet from your cell phone	96%	Similar
Visit social media sites	83%	Similar
Shop online	48%	Lower
Share your opinions online	37%	Similar

# **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.

		% positive
Please indicate to what extent you would support or oppose the	Addressing the impacts of climate change	89%
City funding each of the following items, even if it involved raising	Increasing the City's assured water supply	95%
taxes or fees?	Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other services	83%
	Outreach and case management services for the unhoused	85%
	Developing affordable housing for low and moderate income households	86%
	Mitigating the risk of wildfires in our open space and natural areas	92%
	Maintaining the City's streets, roads, sidewalks and other public facilities	92%
	Maintaining our parks, open spaces and recreational facilities	93%
	Funding for arts programs	75%
	Mental health crisis response services	92%
	Ensuring the City's financial stability during downturns	84%
	Recruiting businesses and jobs to Santa Cruz	78%
	Improving Downtown Santa Cruz	81%
	Increasing police resources to control crime	55%
	Increasing sustainable transportation options (e.g., bus, bikeshare)	81%
	Job training programs	77%
	Support for local businesses	88%
	Improving communication and community engagement	84%
Please rate how important, if at all, each of the following are for	Create affordable housing opportunities	77%
the City of Santa Cruz to focus on to help address the impacts of	Provide emergency shelter	77%
and assist people experiencing homelessness:	Offer outreach and case management services	78%
	25	

25



### 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	Santa Cruz as a place to live	Similar	73%	309	383	19
<b>•</b> .	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	Overall economic health	Much lower	28%	278	290	4
following characteristics as they relate to Santa	Overall quality of the transportation system	Lower	40%	95	116	18
Cruz as a whole.	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	Recommend living in Santa Cruz to someone who asks	Much lower	60%	287	301	4
or unlikely you are to do each of the following.	Remain in Santa Cruz for the next five years	Lower	67%	285	294	3
Please rate how safe or	In your neighborhood during the day	Similar	87%	294	350	16
unsafe you feel:	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
	Making all residents feel welcome	Lower	45%	116	118	2
the Santa Cruz community does at each of the	Attracting people from diverse backgrounds	Much lower	31%	116	116	0
following.	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	e Traffic flow on major streets	Lower	23%	316	339	7
community.	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

community.Aualability of paths and valking railsfinguefinguefind<	Please also rate each of the following in the Santa Cruz	Air quality	Higher	91%	33	275	88
Recreational opportunitiesPriori	community.	Availability of paths and walking trails	Higher	85%	55	324	83
Provide of the second		Fitness opportunities	Higher	85%	24	276	91
Provide the control of the c		Recreational opportunities	Higher	90%	10	307	97
Process indicates y backetions incominants         Image: Similar incominants<		Availability of affordable quality food	Similar	57%	211	271	22
Process and acceptance of diving         Number of proteins the service of diving         Similar         20         230         266         33           Variability of affordable quality mental health care         Loser         295         230         266         33           Opportunities to attend cultural/arts/music activities         Similar         765         31         364         71           Community support for the arts         Addiability of affordable quality childcare/preschool         Similar         405         720         262		Availability of affordable quality health care	Lower	43%	236	284	17
Prese indicate whether or not stand quick strain of the strain		Availability of preventive health services	Similar	52%	205	267	23
Protection of controls of contr		Availability of affordable quality mental health care	Lower	29%	230	266	13
Please indicate whether of you have done each of you have done ea		Opportunities to attend cultural/arts/music activities	Similar	70%	87	304	71
Preserve the query interaction query interactin query interaction query interaction query interac		Community support for the arts	Higher	75%	19	113	84
Please indicate whether of the following in the last of the following in the following in the following in th		Availability of affordable quality childcare/preschool	Similar	40%	199	281	29
Please indicate whether of the following in the last 2         Control the context the contecont the control the control the control the contr		K-12 education	Similar	64%	205	287	28
Neighborliness of residents         Similar         Gal         Gal <thg< td=""><th></th><th>Adult educational opportunities</th><td>Similar</td><td>74%</td><td>60</td><td>273</td><td>78</td></thg<>		Adult educational opportunities	Similar	74%	60	273	78
Properturities to participate in social events and activities         Similar         668         121         286         58           Opportunities to attend special events and festivals         Similar         718         444         203         51           Opportunities to volunteer         Similar         668         142         284         85           Opportunities to participate in community matters         Similar         668         142         284         38           Opportunities to participate in community toward people of diverse         Similar         668         142         284         38           Opportunities to acceptance of the community toward people of diverse         Similar         658         233         312         288           Please indicate whether hollowing in the last M         Contacted Santa Cruz elected officials to express your opinion         Similar         258         323         281         388           Attended a local public meeting         Similar         216         216         218		Sense of civic/community pride	Similar	54%	85	113	25
Opportunities to attend special events and festivalsSimilar71%14429351Opportunities to volunteerSimilar85%4228485Opportunities to participate in community mattersSimilar66%17628839Openness and acceptance of the community toward people of diverseSimilar56%223312288Please indicate whether the following in the last 14Contacted the City of Santa Cruz for help or informationHigher57%3734189Contacted Santa Cruz elected officials to express your opinionSimilar25%32281388Attended a local public meetingSimilar21%14626083Volunteered your time to some group/activityHigher47%4426083Compagined or advocated for a local issue, cause, or candidateHigher36%14127095Voted in your most recent local electionSimilar25%32216316Carpooled with other adults or children instead of driving aloneMuch higher6%2.4315316Walked or biked instead of drivingSimilar6%1.427532216Please rate the qualitorSimilar6%2.42.426%32316Similar25%311.152.631316316316316316Volunteered your time to some group/activityHigher316%2.5%3231631		Neighborliness of residents	Similar	62%	192	280	31
Please indicate whether or the following in the last 12 Notice a local public meeting         Similation		Opportunities to participate in social events and activities	Similar	66%	121	286	58
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 Similar         57%         3.7         341         989           Attended a local public meeting         Contacted santa Cruz elected officials to express your opinion         Similar         25%         3.2         288           Value done each of the following in the last 12         Contacted Santa Cruz elected officials to express your opinion         Similar         25%         3.2         281         388           Attended a local public meeting         Similar         24%         118         281         588           Volunteered your time to some group/activity         Higher         3.4%         2.6%         383           Voted in your most recent local lesction         Similar         24%         2.6%         383           Voted public transportation instead of driving alone         Nimuer higher         116         2.5%         2.5%         115         633           Valked or biked instead of driving         Similar         2.6%         1.4%         2.6%         1.4%         2.6%         1.4%         2.6%         1.4%         2.6%         1.4%         2.6%         1.4%         1.1%         2.6%         1.4%         2.6%         1.4%         1.1% <th></th> <th>Opportunities to attend special events and festivals</th> <td>Similar</td> <td>71%</td> <td>144</td> <td>293</td> <td>51</td>		Opportunities to attend special events and festivals	Similar	71%	144	293	51
Please indicate whether of the following in the last 12 moths.         Contacted the City of Santa Cruz for help or information         Similar         56         223         312         280           Please indicate whether of the following in the last 12 moths.         Contacted the City of Santa Cruz for help or information         Higher         578         377         341         899           Attended a local public meeting         Similar         218         188         281         281           Watched a local public meeting         Similar         218         188         281         281           Volunteered your time to some group/activity         Higher         314         281         281           Volunteered your time to some group/activity         Higher         314         248         281           Volunteered your time to some group/activity         Higher         314         241         260           Volunteered your time to some group/activity         Higher         314         214         201           Volunteered your time to some group/activity         Higher         314         215         313           Volut in your most recent local leaction         Similar         225         73         211           Volue or biked instead of driving         Migher         645         2		Opportunities to volunteer	Similar	85%	42	284	85
Please indicate whether or not you have done each of the following in the last 12Contacted the City of Santa Cruz elected officials to express your opinionHingher57%37341389Montperformation the last 12Contacted Santa Cruz elected officials to express your opinionSimilar25%32281388Attended a local public meetingSimilarC1%M18C1%M18281588Watched a local public meetingSimilarC1%M4C1%M2C1%M18Volunteered your time to some group/activityHingherAff49286AffCompaigned or advocated for a local issue, cause, or candidateHingherAff49286AffVoted in your most recent local electionSimilarC1%AffC1%AffAffCarpooled with other adults or children instead of drivingSimilarC1%AffC1%AffWaked or biked instead of drivingMucchMucchAffC1%C1%C1%Please rate the quality ofPublic information servicesSimilarC0%C3%C3%C1%		Opportunities to participate in community matters	Similar	66%	176	288	39
not you have done each of the following in the last 12 months.         Contacted Santa Cruz elected officials to express your opinion         Similar         21%         3.2         2.81         8.88           Attended a local public meeting         Similar         21%         118         210         283		Openness and acceptance of the community toward people of diverse	Similar	56%	223	312	28
the following in the last 12 months.Contacted Santa Cruz elected officials to express your opinionSimilar25%3228188Attended a local public meetingSimilarSimilar21%11826083Watched a local public meetingSimilar34%4426083Volunteered your time to some group/activityHigher47%4928683Compaigned or advocated for a local issue, cause, or candidateHigher36%1427095Voted in your most recent local electionSimilar25%7325171Used public transportation instead of drivingSimilar68%227699Walked or biked instead of drivingMuch higher64%1427095Please rate the quality ofPublic information servicesSimilar64%1427095		Contacted the City of Santa Cruz for help or information	Higher	57%	37	341	89
Attended a local public meetingSimilar21%11828158Watched a local public meetingSimilar34%4426083Volunteered your time to some group/activityHigher47%4926683Campaigned or advocated for a local issue, cause, or candidateHigher36%1427095Voted in your most recent local electionSimilar82%4311563Used public transportation instead of drivingSimilar25%7325171Carpooled with other adults or children instead of driving aloneMucch higher68%227699Walked or biked instead of drivingSimilar64%1427995Please rate the quality ofPublic information servicesSimilar60%23%30622%	the following in the last 12	Contacted Santa Cruz elected officials to express your opinion	Similar	25%	32	281	88
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         Mucch higher       Much higher       64%       14       270       95         Walked or biked instead of driving       Similar       64%       24       276       99         Please rate the quality of       Public information services       Similar       64%       24       276       99	montus.	Attended a local public meeting	Similar	21%	118	281	58
Please rate the quality of       Public information services       Noted in voir most recent local election       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         Walked or biked instead of driving       Much higher       68%       2       276       99         Please rate the quality of       Public information services       Similar       60%       23       306       22		Watched a local public meeting	Similar	34%	44	260	83
Noted in your most recent local election       Similar       R2%       A3       115       G3         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         Please rate the quality of       Public information services       Similar       60%       23       306       22		Volunteered your time to some group/activity	Higher	47%	49	286	83
Please rate the quality of       Public information services       Similar       Convertices       Similar       Convertices		Campaigned or advocated for a local issue, cause, or candidate	Higher	36%	14	270	95
Please rate the quality of       Public information services       Description of driving alone       Much higher       68%       2       276       99         0 <td< td=""><th>Voted in your most recent local election</th><td>Similar</td><td>82%</td><td>43</td><td>115</td><td>63</td></td<>		Voted in your most recent local election	Similar	82%	43	115	63
Carpooled with other adults or children instead of driving alone       higher       68%       2       276       99         Walked or biked instead of driving       Much higher       84%       14       279       95         Please rate the quality of       Public information services       Similar       60%       238       306       22		Used public transportation instead of driving	Similar	25%	73	251	71
Walked or biked instead of drivinghigher84%1427995Please rate the quality ofPublic information servicesSimilar60%23830622		Carpooled with other adults or children instead of driving alone		68%	2	276	99
reduce the quality of a habite information betwees		Walked or biked instead of driving		84%	14	279	95
		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	Health services	Similar	56%	210	258	18
services in Santa Cruz.	Public library services	Similar	80%	267	332	19
	Overall customer service by Santa Cruz employees	Similar	70%	294	380	22
Please rate the following	The value of services for the taxes paid to Santa Cruz	Lower	35%	357	387	7
categories of Santa Cruz government performance.	The overall direction that Santa Cruz is taking	Much lower	30%	326	334	2
	The job Santa Cruz government does at welcoming resident involveme.	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	The City of Santa Cruz	Lower	49%	357	383	7
services provided by each	The Federal Government	Similar	36%	211	273	23
Please rate how important, if at all, you think it is for	, Overall economic health	Similar	85%	241	267	9
the Santa Cruz community to focus on each of the	Overall quality of the transportation system	Similar	78%	20	112	83
following in the coming two years.	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	Santa Cruz as a place to live	Similar	73%	40	53	26
following aspects of quality of life in Santa Cruz.	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	Overall economic health	Much lower	28%	40	43	9
following characteristics as they relate to Santa	Overall quality of the transportation system	Lower	40%	17	21	23
Cruz as a whole.	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	Recommend living in Santa Cruz to someone who asks	Much lower	60%	40	44	11
or unlikely you are to do each of the following.	Remain in Santa Cruz for the next five years	Lower	67%	41	43	6
Please rate how safe or	In your neighborhood during the day	Similar	87%	37	48	25
unsafe you feel:	In Santa Cruz's downtown/commercial area during the day	Lower	66%	36	43	18
	<u></u>					

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
	e Traffic flow on major streets	Lower	23%	42	46	10
following in the Santa Cruz community.	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

Disconcellar water in fitt						
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
not you have done each of	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	Public information services	Similar	60%	31	43	30
and of the following						

#### 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	Health services	Similar	56%	26	39	35
services in Santa Cruz.	Public library services	Similar	80%	38	52	28
	Overall customer service by Santa Cruz employees	Similar	70%	34	47	29
Please rate the following	The value of services for the taxes paid to Santa Cruz	Similar	35%	40	47	17
categories of Santa Cruz government performance.	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	The City of Santa Cruz	Lower	49%	49	55	12
services provided by each	The Federal Government	Similar	36%	26	42	40
Please rate how important, if at all, you think it is for	Overall economic health	Similar	85%	36	42	16
the Santa Cruz community to focus on each of the	Overall quality of the transportation system	Similar	78%	5	21	80
following in the coming two years.	Overall design or layout of residential and commercial areas	Similar	68%	37	42	14
two years.	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
uu yuu.	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 quanity of the in Santa Cruz as a place to live     Receilent     Immediate Good       Fair     Immediate Fair     Immediate Fair       Foor     Immediate Fair     Immediate Fair       Foor     Immediate Fair     Immediate Fair       Fair     Immediate Fair       Fair <t< th=""><th></th><th></th><th></th><th></th></t<>				
Good 448 Fair 108 Poor 88 Your neighborhood as a place to live Excellent 1213 Good 423 Fair 233 Poor 48 Santa Cruz as a place to raise children Excellent 126 Good 326 Fair 336 Poor 1376 Santa Cruz as a place to work Excellent 156 Good 338 Fair 358 Poor 158 Santa Cruz as a place to visit Excellent 358 Fair 358 Poor 168 Santa Cruz as a place to visit Excellent 368 Good 338 Fair 368 Poor 368 Santa Cruz as a place to visit Excellent 368 Fair 368 Poor 368 Santa Cruz as a place to visit Excellent 368 Fair 368 Poor 368 Santa Cruz as a place to visit Excellent 368 Fair 368 Poor 368 Santa Cruz as a place to visit 158 Good 368 Fair 368			Excellent	29%
Poor88Your neighborhood as a place to liveExcellent313Good423Fair235Poor48Santa Cruz as a place to raise childrenExcellent168Good138138Poor138Santa Cruz as a place to workExcellent138Good138138Poor138138Santa Cruz as a place to visitExcellent138Santa Cruz as a place to retireExcellent138Santa Cruz as a place to retireExcellent138Good138138Santa Cruz as a place to retireExcellent138Good138138138Santa Cruz as a place to retireExcellent138Good138138138Fair238138138Fair238138138Fair238138138Fair138138138Fair138138138Fair138138138Fair138138138Fair138138138Fair138138138Fair138138138Fair138138	aspects of quality of me in Santa Cruz.		Good	44%
Your neighborhood as a place to live       Excellent       338         Good       428         Pair       338         Poor       45         Santa Cruz as a place to raise children       Excellent       108         Good       338       338         Poor       45       338         Santa Cruz as a place to raise children       Excellent       108         Good       338       338         Poor       178       338         Santa Cruz as a place to work       Excellent       138         Good       338       338         Poor       138       338         Santa Cruz as a place to visit       Excellent       338         Good       338       338         Poor       348       338         Poor       348       338         Good       338       338         Poor       348       338         Santa Cruz as a place to retire       Excellent       338         Fair			Fair	19%
Good28Fair238Poor48Santa Cruz as a place to raise childrenExcellentGood348Fair328Poor178Santa Cruz as a place to workExcellentGood328Poor38Santa Cruz as a place to visitExcellentGood388Poor388Santa Cruz as a place to visitExcellentGood388Poor388Santa Cruz as a place to retireExcellentGood388Fair388Santa Cruz as a place to retireExcellentGood388Poor388Santa Cruz as a place to retireExcellentGood388Poor388Fair328Good318Fair328Poor388Fair388			Poor	88
Fair238Poor43Santa Cruz as a place to raise childrenExcellentGood349Fair328Poor176Santa Cruz as a place to workExcellentGood328Fair358Poor188Santa Cruz as a place to visitExcellentGood393Fair368Poor38Santa Cruz as a place to visitExcellentGood393Fair38Good393Fair38Good393Fair38Cruz as a place to retireExcellentFair38Coor318Fair238Good318Fair238Good318Fair238Good318Fair238Good318Fair328Good318Fair328Good318Fair328Good318Fair328Good318Good318Fair328Good318Fair328Good318Fair328Fair328Fair328Fair328Fair328Fair328Fair328Fair328Fair328Fair328Fai		Your neighborhood as a place to live	Excellent	31%
Poor48Santa Cruz as a place to raise childrenExcellent1.68Good3.287air3.28Poor1.783.28Good3.287air3.28Fair3.287air3.58Santa Cruz as a place to workExcellent3.58Santa Cruz as a place to visitExcellent3.58Santa Cruz as a place to retireExcellent3.58Santa Cruz as a place to retireExcellent3.58Santa Cruz as a place to retireExcellent3.58Santa Cruz as a place to retireExcellent3.58Good3.587.587.58The overall quality of lifeExcellent1.58Good3.586.567.56FairExcellent1.58Good3.587.56Fair1.587.56Fair1.587.56Fair1.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56Fair2.587.56<			Good	42%
Santa Cruz as a place to raise children Santa Cruz as a place to raise children Good Fair Santa Cruz as a place to work Santa Cruz as a place to work Santa Cruz as a place to visit Santa Cruz as a place to visit Santa Cruz as a place to visit Santa Cruz as a place to retire Santa Cruz as a place to retire Cood Santa Cruz as a place to retire Santa			Fair	23%
Good 348 Fair 228 Poor 178 Santa Cruz as a place to work Excellent 558 Good 228 Fair 358 Poor 188 Santa Cruz as a place to visit Excellent 508 Good 398 Fair 83 Poor 38 Santa Cruz as a place to retire Excellent 238 Good 398 Fair 8 Poor 38 Santa Cruz as a place to retire Excellent 238 Good 338 Fair 8 Poor 38 Santa Cruz as a place to retire Excellent 238 Good 338 Fair 268 Poor 208 The overall quality of life Excellent 198			Poor	48
Fair328Poor178Santa Cruz as a place to workExcellentGood328Pair358Poor188Santa Cruz as a place to visitExcellentGood398Fair88Poor38Santa Cruz as a place to retireExcellentGood38Fair88Poor38Cruz as a place to retireExcellentGood318Fair268Poor208The overall quality of lifeExcellentGood458Fair268Fair		Santa Cruz as a place to raise children	Excellent	16%
Poor178Santa Cruz as a place to workExcellent158Good328328Fair338900r188Santa Cruz as a place to visitExcellent508Good388Fair88Poor38738Santa Cruz as a place to retireExcellent38Good38388Fair8388Fair138388Cood38388Fair38388Fair388388Fair238388Fair238388Fair238388Fair238388Fair388388			Good	34%
Santa Cruz as a place to work Excellent Good Santa Cruz as a place to visit Fair Santa Cruz as a place to visit Excellent Good Santa Cruz as a place to retire Fair Santa Cruz as a place to retire Fair Good Santa Cruz as a place to retire Fair Cood Santa Cruz as a place to retire Fair Cood Santa Cruz as a place to retire Fair Cood Santa Cruz as a place to retire Fair Cood Santa Cruz as a place to retire Santa Cr			Fair	32%
Good 328 Fair 358 Poor 188 Santa Cruz as a place to visit Excellent 508 Good 398 Fair 84 Poor 38 Santa Cruz as a place to retire Excellent 238 Good 318 Fair 268 Poor 208 The overall quality of life Excellent 198 Good 318			Poor	17%
Fair 358 Poor 188 Santa Cruz as a place to visit Excellent 508 Good 398 Fair 88 Poor 38 Santa Cruz as a place to retire Excellent 238 Good 318 Fair 268 Poor 208 The overall quality of life Excellent 198 Good 458 Fair 268		Santa Cruz as a place to work	Excellent	15%
Poor188Santa Cruz as a place to visitExcellentGood398Fair88Poor38Santa Cruz as a place to retireExcellentSanta Cruz as a place to retireExcellentGood318Fair238Fair268Poor208The overall quality of lifeExcellentGood458Fair268Fair268Fair198Good458Fair268Fair268Fair268Fair198Fair268F			Good	32%
Santa Cruz as a place to visit Good Fair Santa Cruz as a place to retire Santa Cruz as a place to retire Santa Cruz as a place to retire Fair Good Fair Cood The overall quality of life Excellent Cood Fair Santa Cruz as a place to retire Fair Cood Fair			Fair	35%
Good39%Fair8%Poor3%Santa Cruz as a place to retireExcellentGood31%Fair26%Poor20%The overall quality of lifeExcellentGood45%Fair26%			Poor	18%
Fair 8%   Poor 3%   Santa Cruz as a place to retire Excellent   Good 31%   Fair 26%   Poor 20%   The overall quality of life Excellent   Good 45%   Fair 26%		Santa Cruz as a place to visit	Excellent	50%
Poor3%Santa Cruz as a place to retireExcellent23%Good31%31%Fair26%20%The overall quality of lifeExcellent19%Good45%5air26%Fair26%60045%Fair26%60066%			Good	39%
Santa Cruz as a place to retireExcellent238Good318Fair268Poor208The overall quality of lifeExcellentGood458Fair268			Fair	88
Good31%Fair26%Poor20%The overall quality of lifeExcellentGood45%Fair26%			Poor	3%
Fair26%Poor20%The overall quality of lifeExcellentGood45%Fair26%		Santa Cruz as a place to retire	Excellent	23%
Poor20%The overall quality of lifeExcellentGood45%Fair26%			Good	31%
The overall quality of life     Excellent     19%       Good     45%       Fair     26%			Fair	26%
Good 45% Fair 26%			Poor	20%
Fair 26%		The overall quality of life	Excellent	19%
			Good	45%
Poor 10%			Fair	26%
			Poor	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	Overall economic health	Excellent	3%
characteristics as they relate to Santa Cruz as a whole.		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	Excellent	4%
	commercial areas	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	Excellent	37%
	opportunities	Good	45%
		Fair	14%

Please rate each of the following characteristics as they relate to Santa	Overall quality of parks and recreation opportunities	Poor	5%
Cruz as a whole.	Overall health and wellness opportunities	Excellent	29%
		Good	48%
		Fair	17%
		Poor	6%
	Overall opportunities for education, culture, and	Excellent	30%
	the arts	Good	39%
		Fair	26%
		Poor	48
	Residents' connection and engagement with their	Excellent	14%
	community	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%
you are to do each of the following.	asks	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 how safe or unsafe you feel:	From property crime	Very safe	88
		Somewhat safe	288
		Neither safe nor unsafe	10%
		Somewhat unsafe	34%
		Very unsafe	198
	From violent crime	Very safe	23%
		Somewhat safe	37%
		Neither safe nor unsafe	15%
		Somewhat unsafe	178
		Very unsafe	78
	From fire, flood, or other natural disaster	Very safe	178
		Somewhat safe	378
		Neither safe nor unsafe	228
		Somewhat unsafe	168
		Very unsafe	88
Please rate the job you feel the Santa	Making all residents feel welcome	Excellent	98
Cruz community does at each of the following.		Good	378
		Fair	338
		Poor	218
	Attracting people from diverse backgrounds	Excellent	6%
		Good	25%
		Fair	28%
		Poor	418
	Valuing/respecting residents from diverse	Excellent	12%
	backgrounds	Good	368
		Fair	288
		Poor	249
	Taking care of vulnerable residents	Excellent	29
		Good	21%
		Fair	30%
		_	

46%

Poor

Please rate each of the following in	Overall quality of business and service establishments	Excellent		11%
the Santa Cruz community.	establistiments	Good		49%
		Fair		34%
		Poor	1	6%
	Variety of business and service establishments	Excellent		88
		Good		38%
		Fair		37%
		Poor		17%
	Vibrancy of downtown/commercial area	Excellent		7%
		Good		36%
		Fair		40%
		Poor		17%
	Employment opportunities	Excellent	1	6%
		Good		20%
		Fair		38%
		Poor		35%
	Shopping opportunities	Excellent		12%
		Good		31%
		Fair		37%
		Poor		20%
	Cost of living	Excellent		0%
		Good	1	4%
		Fair		16%
		Poor		80%
	Overall image or reputation	Excellent		11%
		Good		40%
		Fair		36%
		Poor		13%
Please also rate each of the following	Traffic flow on major streets	Excellent		2%
in the Santa Cruz community.		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	48
		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.	Well-designed neighborhoods	Fair		49%
		Poor		20%
	Preservation of the historical or cultural characte of the community	er Excellent		13%
	of the community	Good		34%
		Fair		31%
		Poor		21%
	Public places where people want to spend time	Excellent		12%
		Good		45%
		Fair		29%
		Poor		14%
	Variety of housing options	Excellent		3%
		Good		11%
		Fair		23%
		Poor		63%
	Availability of affordable quality housing	Excellent		0%
		Good		5%
		Fair		10%
		Poor		84%
	Overall quality of new development	Excellent		2%
		Good		22%
		Fair		35%
		Poor		41%
	Overall appearance	Excellent		8%
		Good		37%
		Fair		40%
		Poor		16%
	Cleanliness	Excellent	1	5%
		Good		31%
		Fair		27%
		Poor		38%
	Water resources	Excellent		33%

Please also rate each of the following in the Santa Cruz community.	Water resources	Good	39%
in the Santa Cruz community.		Fair	20%
		Poor	8%
	Air quality	Excellent	47%
		Good	44%
		Fair	8%
		Poor	1%
	Availability of paths and walking trails	Excellent	43%
		Good	42%
		Fair	13%
		Poor	3%
	Fitness opportunities	Excellent	47%
		Good	38%
		Fair	13%
		Poor	2%
	Recreational opportunities	Excellent	53%
		Good	37%
		Fair	8%
		Poor	2%
	Availability of affordable quality food	Excellent	15%
		Good	42%
		Fair	34%
		Poor	9%
	Availability of affordable quality health care	Excellent	12%
		Good	31%
		Fair	38%
	Availability of proventive backtheory inc	Poor	19%
	Availability of preventive health services	Excellent	13%
		Good	32%
		Fair	16%
		Poor	T 0 %

Please also rate each of the following in the Santa Cruz community.	Availability of affordable quality mental health	Excellent	6%
in the burle cruz communey.	care	Good	23%
		Fair	32%
		Poor	39%
	Opportunities to attend cultural/arts/music	Excellent	23%
	activities	Good	47%
		Fair	22%
		Poor	8%
	Community support for the arts	Excellent	29%
		Good	46%
		Fair	20%
		Poor	5%
	Availability of affordable quality	Excellent	10%
	childcare/preschool	Good	30%
		Fair	35%
		Poor	25%
	K-12 education	Excellent	10%
		Good	54%
		Fair	29%
		Poor	7%
	Adult educational opportunities	Excellent	18%
		Good	56%
		Fair	20%
		Poor	6%
	Sense of civic/community pride	Excellent	14%
		Good	41%
		Fair	32%
		Poor	13%
	Neighborliness of residents	Excellent	13%
		Good	50%
		Fair	25%

Please also rate each of the following	Neighborliness of residents		
in the Santa Cruz community.		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%
	matters	Good	50%
		Fair	19%
		Poor	15%
	Openness and acceptance of the community	Excellent	14%
	toward people of diverse backgrounds	Good	42%
		Fair	28%
		Poor	16%
Please indicate whether or not you	Contacted the City of Santa Cruz for help or	No	43%
have done each of the following in the last 12 months.	Information	Yes	57%
	Contacted Santa Cruz elected officials to express your opinion	No	75%
	your opinion	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 indicate whether or not you have done each of the following in the	Campaigned or advocated for a local issue, cause, or candidate	No	64%
last 12 months.		Yes	36%
	Voted in your most recent local election	No	18%
		Yes	82%
	Used public transportation instead of driving	No	75%
		Yes	25%
	Carpooled with other adults or children instead of driving alone	No	32%
		Yes	68%
	Walked or biked instead of driving	No	16%
		Yes	84%
Please rate the quality of each of the following services in Santa Cruz.	Public information services	Excellent	10%
Tonowing services in Santa Cruz.		Good	51%
		Fair	31%
		Poor	88
	Economic development	Excellent	48
		Good	27%
		Fair	41%
		Poor	28%
	Traffic enforcement	Excellent	7%
		Good	29%
		Fair	37%
		Poor	27%
	Traffic signal timing	Excellent	6%
		Good	39%
		Fair	34%
		Poor	20%
	Street repair	Excellent	3%
		Good	33%
		Fair	36%
		Poor	29%
	Street cleaning	Excellent	10%

Please rules in Santa Cruz.     Steet cleaning     Good     373       Fair     228       Noor     228       Street lighting     Scallout     200       Good     303     304       Fair     304     304				
Fair3.2%Poor2.2%Street lightingExcellentGood3.3%Fair3.3%Poor3.3%Fair3.3%Sidewalk maintenanceExcellentGood3.3%Poor3.3%Bus or transit servicesExcellentFair3.3%Bus or transit servicesExcellentFair3.3%Boor3.3%Codd3.3%Bus or transit servicesExcellentFair3.3%Boor3.3%Code enforcementExcellentGood3.3%Fair3.3%Affordable high-speed internet accessExcellentGood3.3%Fair3.3%Good3.3%Fair3.3%Good3.3%Fair3.3%Good3.3%Fair <t< td=""><td></td><td>Street cleaning</td><td>Good</td><td>37%</td></t<>		Street cleaning	Good	37%
Street lightingExcellent100Good364Fair374Poor100Sidewalk maintenanceExcellentGood364Fair364Bus or transit servicesExcellentBus or transit servicesExcellentFair364Cood364Fair364Cood364Fair364Cood364Fair364Cood364Fair364Cood364Fair364Code enforcementExcellentCood364Fair <td>-</td> <td></td> <td>Fair</td> <td>32%</td>	-		Fair	32%
Good 389 Fair 379 Good 308 Fair 378 Good 308 Fair 418 Bus or transit services Excellent 38 Good 388 Fair 418 Good 388 Fair 388 Fa			Poor	22%
Fair       374         Poor       1         Sidewalk maintenance       Excellent       78         Good       303         Fair       600       303         Poor       228         Bus or transit services       Excellent       78         Good       308       308         Pair       303       308         Poor       228       308         Land use, planning and zoning       Excellent       318         Code enforcement       Excellent       328         Code enforcement       Excellent       328         Poor       323       328         Affordable high-speed internet access       Excellent       328         Fair       328       338         Good       338       338         Fair       328       338         Fair       <		Street lighting	Excellent	10%
Poor168Sidewalk maintenanceExcellent78Good30878Fair418Poor228Bus or transit servicesExcellent78Good98378Poor218Land use, planning and zoningExcellent18Code enforcementExcellent318Poor318731Poor318731Poor318731Code enforcementExcellent318Fair338741Affordable high-speed intermet accessExcellent178Good338741268Poor338741268Good338741268Good338741268Good338741268Fair348740348Fair348740348Fair348740348Fair348740348Fair348740348Fair348740348Fair348740348Fair348740348Fair348746748Fair348748748Fair348748748Fair348748748Fair348748748Fair348748748Fair348748748Fair348748<			Good	38%
Sidewalk maintenance       Excellent       78         Good       306         Fair       413         Poor       228         Bus or transit services       Excellent       78         Good       388         Fair       318         Poor       213         Land use, planning and zoning       Excellent       318         Good       328         Poor       318         Oood       328         Fair       338         Oood       328         Fair       338         Poor       318         Oood       328         Fair       338         Poor       318         Poor       318         Poor       318         Poor       318         Poor       338         Fair       348         Poor       338         Fair       348         Poor       338         Good       338         Good       338         Fair       268         Poor       258         Good       338         Good       338 <td></td> <td></td> <td>Fair</td> <td>37%</td>			Fair	37%
Good 305 Fair 413 Poor 226 Bus or transit services Excellent 75 Good 338 Fair 338 Poor 218 Land use, planning and zoning Excellent 101 Good 101 Fair 338 Poor 338 Fair 348 Fair 348 Fai			Poor	16%
Fair       413         Poor       228         Bus or transit services       Excellent       78         Good       388         Fair       303         Poor       228         Dus or transit services       Excellent       388         Fair       303         Poor       228         Land use, planning and zoning       Excellent       18         Good       328         Fair       318         Poor       328         Fair       200         Sodd       328         Poor       328         Poor       328         Poor       328         Poor       328         Poor       328		Sidewalk maintenance	Excellent	7%
Poor       22%         Bus or transit services       Excellent       7%         Good       38%         Fair       35%         Poor       21%         Land use, planning and zoning       Excellent       1%         Good       32%         Fair       31%         Poor       31%         Code enforcement       Excellent       2%         Good       32%         Poor       31%         Poor       33%         Affordable high-speed internet access       Excellent       1%         Good       33%         Fair       33%       1%         Good       33%       1%         Fair       31%       1%         Good       4%       1%			Good	30%
Bus or transit services       Excellent       7%         Good       38%         Fair       35%         Poor       21%         Land use, planning and zoning       Excellent       3%         Good       27%         Fair       33%         Good       27%         Poor       31%         Code enforcement       Excellent       2%         Fair       33%         Poor       33%         Affordable high-speed internet access       Excellent       17%         Good       33%         Poor       33%         Good       33%         Fair       34%         Poor       35%         Fair       34%         Poor       35%         Good       33%         Fair       26%         Poor       25%         Garbage collection       Excellent         Good       31%         Fair       31%         Fair       14%			Fair	41%
Cool       38         Fair       35         Poor       218         Land use, planning and zoning       Excellent       18         Good       278         Fair       318         Poor       318         Code enforcement       Excellent       28         Good       328         Fair       318         Poor       318         Code enforcement       Excellent       28         Fair       348         Poor       338         Affordable high-speed internet access       Excellent       178         Good       338         Fair       268       268         Poor       258       258         Good       318       318         Fair       318       318         Fair       118       318			Poor	22%
Fair       358         Poor       218         Land use, planning and zoning       Excellent       18         Good       278         Fair       318         Poor       418         Code enforcement       Excellent       28         Good       328         Fair       348         Poor       338         Affordable high-speed internet access       Excellent       178         Good       338         Fair       268         Poor       338         Fair       328         Good       338         Fair       348         Poor       338         Fair       268         Fair       268         Fair       268         Fair       268         Fair       318         Good       338         Fair       268         Good       318         Fair       318         Good       318         Fair       318         Fair       318         Fair       318         Fair       318         Fair		Bus or transit services	Excellent	7%
Poor       21%         Land use, planning and zoning       Excellent       1%         Good       27%         Fair       31%         Poor       41%         Code enforcement       Excellent       2%         Good       32%         Fair       34%         Poor       33%         Affordable high-speed internet access       Excellent       17%         Good       33%         Fair       26%         Poor       33%         Good       33%         Affordable high-speed internet access       Excellent       31%         Good       33%         Fair       26%       33%         Fair       31%       26%         Fair       31%			Good	38%
Land use, planning and zoningExcellent18Good278Fair318Poor418Code enforcementExcellentGood328Fair348Poor338Affordable high-speed internet accessExcellentGood338Fair268Poor258Garbage collectionExcellentGood318Good318Good498Fair148			Fair	35%
Good 27% Fair 31% Code enforcement Excellent 2% Good 32% Fair 34% Poor 33% Affordable high-speed internet access Excellent 17% Good 33% Fair 26% Poor 25% Good 33% Fair 26% Poor 25% Good 33% Fair 26% Poor 25% Good 33%			Poor	21%
Fair318Poor418Code enforcementExcellentGood328Fair348Poor338Affordable high-speed internet accessExcellentGood338Fair268Poor338Good338Fair268Good338Fair268Good338Garbage collectionExcellentFair318Fair318Fair318Good318Fair318Good318Fair31		Land use, planning and zoning	Excellent	18
Poor418Code enforcementExcellent28Good328Fair348Poor338Affordable high-speed internet accessExcellent178Good338Fair268Poor258Garbage collectionExcellent318Good498Fair418Good498Fair418Good498Fair418Fair4			Good	27%
Code enforcementExcellent2%Good32%Fair34%Poor33%Affordable high-speed internet accessExcellentGood33%Fair26%Poor25%Garbage collectionExcellentGood31%Fair49%Fair49%Fair44%			Fair	31%
Code enforcementExcellent2%Good32%Fair34%Poor33%Affordable high-speed internet accessExcellentGood33%Fair26%Poor25%Garbage collectionExcellentGood31%Fair49%Fair14%			Poor	41%
Fair34%Poor33%Affordable high-speed internet accessExcellentGood33%Fair26%Poor25%Garbage collectionExcellentGood31%Good49%Fair14%		Code enforcement	Excellent	2%
Poor338Affordable high-speed internet accessExcellent178Good338338Fair268Poor258Garbage collectionExcellent318Good498Fair148			Good	32%
Affordable high-speed internet access Excellent 17%   Good 33%   Fair 26%   Poor 25%   Garbage collection Excellent   Good 49%   Fair 14%			Fair	34%
Good33%Fair26%Poor25%Good31%Good49%Fair14%			Poor	33%
Fair26%Poor25%Garbage collectionExcellentGood49%Fair14%		Affordable high-speed internet access	Excellent	17%
Poor25%Garbage collectionExcellent31%Good49%Fair14%			Good	33%
Garbage collection     Excellent     31%       Good     49%       Fair     14%			Fair	26%
Good 49% Fair 14%			Poor	25%
Fair 14%		Garbage collection	Excellent	31%
			Good	49%
Poor 6%			Fair	14%
			Poor	6%

е	Drinking water	Excellent		28%
		Good		43%
		Fair		21%
		Poor		8%
	Sewer services	Excellent		26%
		Good		56%
		Fair		14%
		Poor		4%
	Storm water management	Excellent		16%
		Good		55%
		Fair		21%
		Poor		88
	Power (electric and/or gas) utility	Excellent		12%
		Good		42%
		Fair		28%
		Poor		18%
	Utility billing	Excellent		12%
		Good		44%
		Fair		32%
		Poor		11%
	Police/Sheriff services	Excellent		11%
		Good		35%
		Fair		30%
		Poor		24%
	Crime prevention	Excellent		2%
		Good		27%
		Fair		36%
		Poor		35%
	Animal control	Excellent		13%
		Good		57%
		Fair		22%

9	Animal control	Poor		7%
	Ambulance or emergency medical services	Excellent	1	98
		Good	57	7%
		Fair	20	0%
		Poor	!	5%
	Fire services	Excellent	34	4%
		Good	53	3%
		Fair	10	0%
		Poor	:	3%
	Fire prevention and education	Excellent	2:	3%
		Good	4	7%
		Fair	14	4%
		Poor	1	6%
	Emergency preparedness	Excellent	12	2%
		Good	50	0%
		Fair	2:	18
		Poor	1	7%
	Preservation of natural areas	Excellent	32	2%
		Good	4.	5%
		Fair	1	7%
		Poor		7%
	Santa Cruz open space	Excellent	2'	7%
		Good	50	0%
		Fair	1	5%
		Poor	Ę	8%
	Recycling	Excellent	1	9%
		Good	43	3%
		Fair	2:	3%
		Poor	14	48
	Yard waste pick-up	Excellent	24	48
		Good	54	4%

Please rate the quality of each of the following services in Santa Cruz.	Yard waste pick-up	Fair	14%
		Poor	88
	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 employee	s Excellent	19%
		Good	518
		Fair	20%
		Poor	118
Please rate the following categories of Santa Cruz government	The value of services for the taxes paid to Santa Cruz	Excellent	7%
performance.		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	The overall direction that Santa Cruz is taking	Good		25%
performance.		Fair		31%
		Poor		39%
	The job Santa Cruz government does at welcoming	g Excellent		8%
	resident involvement	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	Excellent		5%
	community	Good		32%
		Fair		28%
		Poor		36%
	Being honest	Excellent	1	6%
		Good		35%
		Fair		32%
		Poor		27%
	Being open and transparent to the public	Excellent	L	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	<u> </u>	98
		Good		30%
		Fair		25%
		Poor		35%

Please rate the following categories of Santa Cruz government	Treating residents with respect	Excellent	10%
performance.		Good	37%
		Fair	28%
		Poor	24%
Overall, how would you rate the	The City of Santa Cruz	Excellent	10%
quality of the services provided by each of the following?		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	Overall economic health	Essential	41%
community to focus on each of the		Very important	45%
ollowing in the coming two years.		Somewhat important	118
		Not at all important	48
	Overall quality of the transportation system	Essential	398
		Very important	40%
		Somewhat important	18%
		Not at all important	3%
	Overall design or layout of residential and commercial areas	Essential	278
		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%

Please rate how important, if at all, you think it is for the Santa Cruz	Overall feeling of safety	Not at all important	4%
community to focus on each of the following in the coming two years.	Overall quality of natural environment	Essential	50%
		Very important	31%
		Somewhat important	17%
		Not at all important	2%
	Overall quality of parks and recreation	Essential	32%
	opportunities	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%
	connuncy	Very important	38%
		Somewhat important	39%
		Not at all important	4%
Please indicate to what extent you would support or oppose the City	Addressing the impacts of climate change	Strongly support	63%
funding each of the following items, even if it involved raising taxes or		Somewhat support	26%
fees?		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	Strongly support	59%
	hygiene services, storage, clean-up, and other	5,5,5,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7	

Please indicate to what extent you would support or oppose the City	Reliable services for the unhoused, such as hygiene services, storage, clean-up, and other	Somewhat oppose	10%
funding each of the following items, even if it involved raising taxes or	services	Strongly oppose	7%
fees?	Outreach and case management services for the	Strongly support	57%
	unhoused	Somewhat support	28%
		Somewhat oppose	98
		Strongly oppose	6%
	Developing affordable housing for low and moderate income households	Strongly support	61%
	moderate income nousenoids	Somewhat support	25%
		Somewhat oppose	98
		Strongly oppose	6%
	Mitigating the risk of wildfires in our open space and natural areas	Strongly support	61%
	anu naturai areas	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	78
		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	Strongly support	38%

Please indicate to what extent you would support or oppose the City	Ensuring the City's financial stability during downturns	Somewhat support	46%
funding each of the following items, even if it involved raising taxes or		Somewhat oppose	11%
fees?		Strongly oppose	4%
	Recruiting businesses and jobs to Santa Cruz	Strongly support	36%
		Somewhat support	42%
		Somewhat oppose	14%
		Strongly oppose	88
	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	Strongly support	41%
	(e.g., bus, bikeshare)	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	98
		Strongly oppose	38
	Improving communication and community	Strongly support	27%
	engagement	Somewhat support	57%
		Somewhat oppose	118
		Strongly oppose	5%

Please rate how important, if at all,	Create affordable housing opportunities	Essential	58%
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:		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,	Essential	47%
	clean-up, and other services	Very important	26%
		Somewhat important	21%
		Not at all important	6%
	Partner with Santa Cruz County, non-profits, and	Essential	54%
	health care providers that provide services to people experiencing homelessness	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%
	manner laws for camping	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	948
		Once a day	2%
		A few times a week	3%
		Every few weeks	18
		Less often or never	08
	Access the internet from your cell phone	Several times a day	898
		Once a day	5%

In general, how many times do you:	Access the internet from your cell phone	A few times a week	1%
		Every few weeks	0%
		Less often or never	4%
	Visit social media sites	Several times a day	57%
		Once a day	15%
		A few times a week	10%
		Every few weeks	2%
		Less often or never	15%
	Use or check email	Several times a day	8 <mark>6%</mark>
		Once a day	11%
		A few times a week	2%
		Every few weeks	0%
		Less often or never	0%
	Share your opinions online	Several times a day	10%
		Once a day	7%
		A few times a week	20%
		Every few weeks	16%
		Less often or never	47%
	Shop online	Several times a day	9%
		Once a day	8%
		A few times a week	31%
		Every few weeks	39%
		Less often or never	13%
	Please rate your overall health.	Excellent	36%
		Very good	39%
		Good	20%
		Fair	3%
		Poor	1%
	What impact, if any, do you think the economy wil	l Very positive	3%
	have on your family income in the next 6 months? Do you think the impact will be:	Somewhat positive	19%
		Neutral	57%

	What impact, if any, do you think the economy will have on your family income in the next 6 months?	Somewhat negative	178
	Do you think the impact will be:	Very negative	3%
	How many years have you lived in Santa Cruz?	Less than 2 years	17%
		2-5 years	18%
		6-10 years	17%
		11-20 years	188
		More than 20 years	298
	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	448
		Mobile home	08
		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,	About how much is your monthly housing cost for	Less than \$500	2%
		\$500 to \$999	4 %
property tax, property insurance, and nomeowners' association (HOA) fees)?		\$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	No	80%
	household?	Yes	20%
	Are you or any other members of your household	No	808
	aged 65 or older?	Yes	208
	How much do you anticipate your household's	Less than \$25,000	98
	total income before taxes will be for the current year? (Please include in your total income money	\$25,000 to \$49,999	128
	from all sources for all persons living in your household.)	\$50,000 to \$74,999	148
		\$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	American Indian or Alaskan Native	1%
	indicate what race you consider yourself to be.)	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	68
		45-54 years	178
		55-64 years	98
		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<sup>™</sup> (The NCS<sup>™</sup>), 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, Hispa	7%	19%	19%
Housing type	Attached	19%	45%	45%
	Detached	81%	55%	55%
race	Not white	14%	26%	26%
	White	86%	74%	74%
Race/ethnicity	Not white alone	19%	41%	37%
	White alone, not Hispanic or Latino	81%	59%	63%
Sex	Female	66%	50%	51%
	Male	34%	50%	49%
Sex/age	Female 18-34	2%	12%	26%
	Female 35-54	18%	17%	12%
	Female 55+	46%	20%	14%
	Male 18-34	3%	14%	25%
	Male 35-54	8%	18%	12%
	Male 55+	23%	18%	12%
Tenure	Own	82%	47%	47%
	Rent	18%	53%	53%

### Open participation survey results

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

Please rate each of the following aspects of quality of life in Santa Cruz.	Santa Cruz as a place to live	Excellent	14	1%
aspects of quality of me in suita cruz.		Good	47	7%
		Fair	32	2%
		Poor	8	8%
	Your neighborhood as a place to live	Excellent	26	6%
		Good	53	3%
		Fair	17	7%
		Poor	4	4%
	Santa Cruz as a place to raise children	Excellent	g	9%
		Good	36	6%
		Fair	32	2%
		Poor	22	2%
	Santa Cruz as a place to work	Excellent	ç	9%
		Good	27	7%
		Fair	38	8%
		Poor	26	6%
	Santa Cruz as a place to visit	Excellent	29	9%
		Good	49	9%
		Fair	18	3%
		Poor	4	4%
	Santa Cruz as a place to retire	Excellent	13	3%
		Good	21	1%
		Fair	24	4%
		Poor	42	28
	The overall quality of life	Excellent	g	9%
		Good	41	1%
		Fair	39	98
		Poor	11	1%

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	Overall economic health	Excellent	0%
characteristics as they relate to Santa Cruz as a whole.		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	Excellent	1%
	commercial areas	Good	36%
		Fair	45%
		Poor	18%
	Overall quality of the utility infrastructure	Excellent	48
		Good	38%
		Fair	38%
		Poor	20%
	Overall feeling of safety	Excellent	88
		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%
	σρροιταπιτιες	Good	40%
		Fair	17%
		Poor	6%
	65		

Please rate each of the following characteristics as they relate to Santa	Overall health and wellness opportunities	Excellent	28%
Cruz as a whole.		Good	44%
		Fair	20%
		Poor	8%
	Overall opportunities for education, culture, and	Excellent	21%
	the arts	Good	46%
		Fair	25%
		Poor	8%
	Residents' connection and engagement with their	Excellent	9%
	community	Good	41%
		Fair	37%
		Poor	12%
Please indicate how likely or unlikely	Recommend living in Santa Cruz to someone who asks	Very likely	14%
you are to do each of the following.	dSKS	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%
ieei.		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%
	the day	Somewhat safe	29%
		Neither safe nor unsafe	12%
		Somewhat unsafe	17%
		Very unsafe	88
	From property crime	Very safe	13%
		Somewhat safe	20%

Please rate how safe or unsafe you feel:	From property crime	Neither safe nor unsafe	12%
		Somewhat unsafe	26%
		Very unsafe	29%
	From violent crime	Very safe	26%
		Somewhat safe	36%
		Neither safe nor unsafe	8%
		Somewhat unsafe	22%
		Very unsafe	88
	From fire, flood, or other natural disaster	Very safe	14%
		Somewhat safe	38%
		Neither safe nor unsafe	23%
		Somewhat unsafe	18%
		Very unsafe	78
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%
	backgrounds	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%
the Santa Cruz community.	escapholimento	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%
in the Sunta Cluz community.		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.	Ease of public parking	Poor	27%
	Ease of travel by car	Excellent	7%
		Good	25%
		Fair	44%
		Poor	24%
	Ease of travel by public transportation	Excellent	1%
		Good	12%
		Fair	32%
		Poor	56%
	Ease of travel by bicycle	Excellent	9%
		Good	34%
		Fair	43%
		Poor	14%
	Ease of walking	Excellent	13%
		Good	44%
		Fair	37%
		Poor	6%
	Well-planned residential growth	Excellent	1%
		Good	12%
		Fair	26%
		Poor	61%
	Well-planned commercial growth	Excellent	2%
		Good	14%
		Fair	35%
		Poor	49%
	Well-designed neighborhoods	Excellent	1%
		Good	27%
		Fair	38%
		Poor	34%
	Preservation of the historical or cultural character of the community	Excellent	8%
		Good	35%

Fair

35%

Please also rate each of the following in the Santa Cruz community.	Preservation of the historical or cultural character of the community	Poor	22%
	Public places where people want to spend time	Excellent	3%
		Good	34%
		Fair	41%
		Poor	22%
	Variety of housing options	Excellent	1%
		Good	8%
		Fair	20%
		Poor	70%
	Availability of affordable quality housing	Excellent	0%
		Good	3%
		Fair	10%
		Poor	87%
	Overall quality of new development	Excellent	4%
		Good	19%
		Fair	38%
		Poor	39%
	Overall appearance	Excellent	2%
		Good	39%
		Fair	40%
		Poor	18%
	Cleanliness	Excellent	3%
		Good	22%
		Fair	32%
		Poor	43%
	Water resources	Excellent	23%
		Good	50%
		Fair	23%
		Poor	5%
	Air quality	Excellent	42%
		Good	46%
	70	Fair	11%

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

g	Air quality	Poor	1%	
	Availability of paths and walking trails	Excellent	27%	
		Good	47%	
		Fair	22%	
		Poor	4%	
	Fitness opportunities	Excellent	46%	
		Good	38%	
		Fair	14%	
		Poor	2%	
	Recreational opportunities	Excellent	45%	
		Good	42%	
		Fair	11%	
		Poor	2%	
	Availability of affordable quality food	Excellent	15%	
		Good	32%	
		Fair	37%	
		Poor	16%	
	Availability of affordable quality health care	Excellent	2%	
		Good	29%	
		Fair	36%	
		Poor	33%	
	Availability of preventive health services	Excellent	8%	
		Good	34%	
		Fair	34%	
		Poor	23%	
	Availability of affordable quality mental health care	Excellent	1%	
		Good	10%	
		Fair	34%	
		Poor	55%	
	Opportunities to attend cultural/arts/music activities	Excellent	20%	
	activities	Good	44%	
		Fair	28%	
	71			

Please also rate each of the following in the Santa Cruz community.	Opportunities to attend cultural/arts/music activities	Poor		8%
	Community support for the arts	Excellent	2	5%
		Good	5	0%
		Fair	2	0%
		Poor		5%
	Availability of affordable quality	Excellent		0%
	childcare/preschool	Good		6%
		Fair	4	0%
		Poor	5	3%
	K-12 education	Excellent		5%
		Good	4	4%
		Fair	3.	5%
		Poor	1	5%
	Adult educational opportunities	Excellent	1	2%
		Good	5	1%
		Fair	3	0%
		Poor		7%
	Sense of civic/community pride	Excellent	1	0%
		Good	3	4%
		Fair	3	4%
		Poor	2.	2%
	Neighborliness of residents	Excellent		9%
		Good	3	7%
		Fair	3	7%
		Poor	1	7%
	Opportunities to participate in social events and activities	Excellent	1	4%
		Good	4	8%
		Fair	3.	3%
		Poor		6%
	Opportunities to attend special events and festivals	Excellent	1	5%
		Good	5	2%
	70	Fair	2.	5%

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	1	4%
	Opportunities to participate in community matters	Excellent		13%
		Good		49%
		Fair		25%
		Poor		13%
	Openness and acceptance of the community toward	Excellent		11%
	people of diverse backgrounds	Good		22%
		Fair		34%
		Poor		33%
Please indicate whether or not you have done each of the following in the	Contacted the City of Santa Cruz for help or	No		37%
last 12 months.	momation	Yes		63%
	Contacted Santa Cruz elected officials to express your opinion	No		39%
	your opinion	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	Public information services	Excellent	2%
following services in Santa Cruz.		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.	

e Sidewalk maintenance	Poor	23%
Bus or transit services	Excellent	4%
	Good	24%
	Fair	35%
	Poor	37%
Land use, planning and zoning	Excellent	18
	Good	16%
	Fair	28%
	Poor	55%
Code enforcement	Good	26%
	Fair	37%
	Poor	37%
Affordable high-speed internet access	Excellent	6%
	Good	27%
	Fair	30%
	Poor	37%
Garbage collection	Excellent	22%
	Good	58%
	Fair	17%
	Poor	3%
Drinking water	Excellent	22%
	Good	52%
	Fair	21%
	Poor	4%
Sewer services	Excellent	24%
	Good	58%
	Fair	14%
	Poor	4%
Storm water management	Excellent	11%
	Good	54%
	Fair	25%
	Poor	11%

Please rate the quality of each of the following services in Santa Cruz.	Power (electric and/or gas) utility	Excellent	1	5%
		Good		40%
		Fair		38%
		Poor		18%
	Utility billing	Excellent		12%
		Good		39%
		Fair		34%
		Poor		16%
	Police/Sheriff services	Excellent		5%
		Good		33%
		Fair		28%
		Poor		33%
	Crime prevention	Excellent		0%
		Good		19%
		Fair		28%
		Poor		53%
	Animal control	Excellent		7%
		Good		44%
		Fair		37%
		Poor		12%
	Ambulance or emergency medical services	Excellent		17%
		Good		58%
		Fair		24%
		Poor		1%
	Fire services	Excellent		30%
		Good		58%
		Fair		11%
		Poor		0%
	Fire prevention and education	Excellent		14%
		Good		54%
		Fair		28%
		Poor	I	4%

Emergency preparedness	Excellent	8%
	Good	41%
	Fair	36%
	Poor	14%
Preservation of natural areas	Excellent	26%
	Good	44%
	Fair	24%
	Poor	6%
Santa Cruz open space	Excellent	27%
	Good	41%
	Fair	27%
	Poor	6%
Recycling	Excellent	14%
	Good	39%
	Fair	34%
	Poor	13%
Yard waste pick-up	Excellent	27%
	Good	48%
	Fair	22%
	Poor	3%
City parks	Excellent	24%
	Good	36%
	Fair	28%
	Poor	12%
Recreation programs or classes	Excellent	19%
	Good	55%
	Fair	23%
	Poor	2%
Recreation centers or facilities	Excellent	13%
	Good	46%
	Fair	35%
	Poor	6%
77		

Please rate the quality of each of the following services in Santa Cruz.	Health services	Excellent	1	6%
5		Good	4	1%
		Fair	4	1%
		Poor	1	3%
	Public library services	Excellent	3	1%
		Good	5	1%
		Fair	1	2%
		Poor	I	5%
	Overall customer service by Santa Cruz employees	Excellent	2	2%
		Good	3	7%
		Fair	2	6%
		Poor	1	4%
Please rate the following categories of Santa Cruz government	The value of services for the taxes paid to Santa Cruz	Excellent	1	3%
performance.	Cruz	Good	2	6%
		Fair	2	9%
		Poor	4	2%
	The overall direction that Santa Cruz is taking	Excellent		1%
		Good	1	2%
		Fair	3	6%
		Poor	5	1%
	The job Santa Cruz government does at welcoming resident involvement	Excellent	1	2%
		Good	2	6%
		Fair	2	8%
		Poor	3	4%
	Overall confidence in Santa Cruz government	Excellent		3%
		Good	1	7%
		Fair	3	2%
		Poor	4	8%
	Generally acting in the best interest of the community	Excellent	L	4%
		Good	1	8%
		Fair	3	5%
	70	Poor	4	3%

Please rate the following categories of Santa Cruz government	Being honest	Excellent	1	6%
performance.		Good		31%
		Fair		30%
		Poor		34%
	Being open and transparent to the public	Excellent		6%
		Good		28%
		Fair		31%
		Poor		35%
	Informing residents about issues facing the	Excellent		7%
	community	Good		25%
		Fair		38%
		Poor		30%
	Treating all residents fairly	Excellent		8%
		Good		21%
		Fair		23%
		Poor		48%
	Treating residents with respect	Excellent		8%
		Good		24%
		Fair		38%
		Poor		29%
Overall, how would you rate the quality of the services provided by	The City of Santa Cruz	Excellent	1	5%
each of the following?		Good		35%
		Fair		37%
		Poor		23%
	The Federal Government	Excellent		2%
		Good		30%
		Fair		42%
		Poor		26%
Please rate how important, if at all, you think it is for the Santa Cruz	Overall economic health	Essential		43%
community to focus on each of the following in the coming two years.		Very important		34%
ionowing in the coning two years.		Somewhat important		21%
	70	Not at all important		2%

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 quality of the transportation system	Essential	48%
	Very important	38%
	Somewhat important	12%
	Not at all important	2%
Overall design or layout of residential and	Essential	31%
commercial areas	Very important	36%
	Somewhat important	25%
	Not at all important	7%
Overall quality of the utility infrastructure	Essential	46%
	Very important	37%
	Somewhat important	17%
	Not at all important	0%
Overall feeling of safety	Essential	47%
	Very important	27%
	Somewhat important	21%
	Not at all important	6%
Overall quality of patural environment	Ferential	100
Overall quality of natural environment	Essential	40%
overall quality of natural environment	Very important	40%
overall quality of natural environment		
overall quality of natural environment	Very important	42%
Overall quality of parks and recreation	Very important Somewhat important	42%
	Very important Somewhat important Not at all important	42% 15% 3%
Overall quality of parks and recreation	Very important Somewhat important Not at all important Essential	42% 15% 3% 22%
Overall quality of parks and recreation	Very important Somewhat important Not at all important Essential Very important	42% 15% 3% 22% 46%
Overall quality of parks and recreation	Very important Somewhat important Not at all important Essential Very important Somewhat important	42% 15% 3% 22% 46% 26%
Overall quality of parks and recreation opportunities	Very important Somewhat important Not at all important Essential Very important Somewhat important Not at all important	42% 15% 3% 22% 46% 26% 6%
Overall quality of parks and recreation opportunities	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantImportantSomewhat importantImportantImportantSomewhat importantImportant <td>42% 15% 3% 22% 46% 26% 6%</td>	42% 15% 3% 22% 46% 26% 6%
Overall quality of parks and recreation opportunities	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantNot at all importantVery importantSomewhat importantVery importantSomewhat importantVery importantSomewhat importantNot at all importantEssentialVery important	42% 15% 3% 22% 46% 26% 6% 26% 38%
Overall quality of parks and recreation opportunities Overall health and wellness opportunities Overall opportunities for education, culture, and	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat important	42% 15% 3% 22% 46% 26% 6% 26% 38% 31%
Overall quality of parks and recreation opportunities Overall health and wellness opportunities	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantSomewhat importantSomewhat importantNot at all importantSomewhat importantNot at all importantSomewhat importantNot at all importantSomewhat importantSomewhat importantSomewhat importantSomewhat important	428 158 38 228 468 268 68 268 388 318 58
Overall quality of parks and recreation opportunities Overall health and wellness opportunities Overall opportunities for education, culture, and	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantSomewhat importantNot at all importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantSomewhat importantNot at all importantSomewhat importantNot at all importantSomewhat importantSomewhat importantSomewhat importantNot at all important	42% 15% 3% 22% 46% 26% 6% 26% 38% 31% 5% 22%
Overall quality of parks and recreation opportunities Overall health and wellness opportunities Overall opportunities for education, culture, and	Very importantSomewhat importantNot at all importantEssentialVery importantSomewhat importantNot at all importantNot at all importantSomewhat importantSomewhat importantNot at all importantSomewhat importantSomewhat importantEssentialVery importantSomewhat importantSomewhat importantSomewhat importantVery importantSomewhat importantVery importantSomewhat importantNot at all importantVery importantLessentialVery importantSomewhat important <td>42% 15% 3% 22% 46% 26% 6% 38% 31% 5% 22% 40%</td>	42% 15% 3% 22% 46% 26% 6% 38% 31% 5% 22% 40%

Please rate how important, if at all, you think it is for the Santa Cruz	Residents' connection and engagement with their community	Essential	22%
community to focus on each of the following in the coming two years.	community	Very important	49%
		Somewhat important	24%
		Not at all important	5%
Please indicate to what extent you would support or oppose the City	Addressing the impacts of climate change	Strongly support	62%
funding each of the following items, even if it involved raising taxes or		Somewhat support	24%
fees?		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%
	Services, storage, clean-up, and other services	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%
	Q1		

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

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

Please indicate to what extent you would support or oppose the City	Job training programs	Strongly support	25%
funding each of the following items, even if it involved raising taxes or		Somewhat support	59%
fees?		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	Strongly support	39%
	engagement	Somewhat support	53%
		Somewhat oppose	7%
		Strongly oppose	18
Please rate how important, if at all, each of the following are for the City	Create affordable housing opportunities	Essential	61%
of Santa Cruz to focus on to help address the impacts of and assist		Very important	15%
people experiencing homelessness:		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	Essential	51%
	people experiencing homelessness	Very important	34%
		Somewhat important	11%
		Not at all important	4%
	00		

Please rate how important, if at all, each of the following are for the City	Increase enforcement of the City's time, place and manner laws for camping	Essential	43%
of Santa Cruz to focus on to help address the impacts of and assist		Very important	13%
people experiencing homelessness:		Somewhat important	15%
		Not at all important	29%
In general, how many times do you:	Access the internet from your home	Several times a day	92%
		Once a day	2%
		A few times a week	2%
		Every few weeks	18
		Less often or never	2%
	Access the internet from your cell phone	Several times a day	89%
		Once a day	48
		A few times a week	3%
		Every few weeks	1%
		Less often or never	4%
	Visit social media sites	Several times a day	49%
		Once a day	20%
		A few times a week	12%
		Every few weeks	48
		Less often or never	14%
	Use or check email	Several times a day	80%
		Once a day	15%
		A few times a week	3%
		Every few weeks	0%
		Less often or never	1%
	Share your opinions online	Several times a day	17%
		Once a day	78
		A few times a week	14%
		Every few weeks	24%
		Less often or never	37%
	Shop online	Several times a day	5%
		Once a day	7%
		A few times a week	30%
	04		

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	C
	What impact, if any, do you think the economy will	Very positive	4
	have on your family income in the next 6 months? Do you think the impact will be:	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	About how much is your monthly housing cost for	Less than \$500	5
housing cost for the place you live (including rent, mortgage payment,	the place you live (including rent, mortgage payment, property tax, property insurance and	\$500 to \$999	10
property tax, property insurance, and homeowners' association (HOA) fees)?	homeowners' association (HOA) fees)?	\$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

Are you or any other members of your household     No     211       Are you or any other members of your household     No     224       yes     2000     2000       Income before taxes will be for the current year     S5,000 to \$49,990     2000       (Please include in your total income money from     S5,000 to \$49,990     2000       sources for all persons living in your household     \$50,000 to \$49,990     2000       S50,000 to \$20,909     \$100,000 to \$140,990     2000       S100,000 to \$140,990     \$100,000 to \$140,990     2000       Mate what race you consider yourself to be indicate what race you consider yourself to be sources for All persons     American Indian or Alaskan Native Alasha, Alain Indian or Placitia     2000       S244 years     \$244 years     \$244 years     \$244 years     2000       S244 years     \$244 years     \$240,900     2000    <		Do any children 17 or under live in your household?		
aged 55 or older?         Yes         A           Wes         Issten 525,000		boardy children i y of ander inventigoar household.	Yes	21%
Image:			No	72%
income before taxes will be for the current year? (Please include in your total income money from 5 50,000 to 549,999 [30] 515,000 to 549,999 [30] 516,000 to 549,999 [			Yes	28%
(Please include in your total income money from all sources for all persons living in your household)       \$50,000 to \$49,999       \$118         \$50,000 to \$74,999       \$50,000 to \$74,999       \$111         \$50,000 to \$149,999       \$112         \$100,000 to \$149,999       \$111         \$100,000 to \$149,999       \$121			Less than \$25,000	3%
S50,000 to \$74,999       101         S50,000 to \$74,999       101         S100,000 to \$140,999       101         S100,000 to \$140,999       101         Are you Spanish, Hispanic, or Latino?       No. not Spanish, Hispanic, or Latino?         What is your race? (Mark one or more races to indicate what race you consider yourself to be Spanish, Hispanic, or Pacific Islander       101         Black or African American       101       101         What is your race? (Mark one or more races to indicate what race you consider yourself to be Spanish, Hispanic, or Latino?       101         What is your race? (Mark one or more races to indicate what race you consider yourself to be Spanish, Hispanic, or Latino?       101         What is your race? (Mark one or more races to indicate what race you consider yourself to be Spanish, Hispanic, or Latino?       101         What is your gender?       100       101         Black or African American       101       101         Stad years       101       101         Stad years       101       101         Years or older       100       100         Years or older       100       100		(Please include in your total income money from all	\$25,000 to \$49,999	11%
Are you Spanish, Hispanic, or Latino? Are you Spanish, Hispanic, or Latino? Are you Spanish, Hispanic, or Latino? Are you Spanish, Hispanic, or Latino? What is your race? (Mark one or more races to indicate what race you consider yourself to be) Indicate what race you consider yourself to be? Black or African American White In which category is your age? In which category is your age? In which category is your age? Are you Spanish, Hispanic, or Latino? Are you Spanish,			\$50,000 to \$74,999	20%
Are you Spanish, Hispanic, or Latino?       S150,000 or more       S150,000 or more         Are you Spanish, Hispanic, or Latino?       Version Stanish, Hispanic, or Latino?       Saina Asian Indian or Alaskan         What is your race? (Mark one or more races to indicate what race you consider yourself to be)       American Indian or Alaskan       Adamerican Indian or Pacific         Black or African American       23         What is your race? (Mark one or more races to indicate what race you consider yourself to be)       Minerican Indian or Alaskan       Adamerican         Black or African American       23         White       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         In which category is your age?       18-24 years       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific       Sain Asian Indian, or Pacific         Sain Asian Indian, or Pacific       Sain Asian Indian       Sain Asian Indian, or Pacif			\$75,000 to \$99,999	11%
Are you Spanish, Hispanic, or Latino?       No, not Spanish, Hispanic, or Latino?       No, not Spanish, Hispanic, or Latino?       Vest. Consider myself to be Spanish, Hispanic, or Latino       No. not Spanish, Hispanic, or Latino?       No. not Spanish, Hispanic, and No. Not Spanish, Hispanish, and No. Not			\$100,000 to \$149,999	33%
Are you spanish, hispanic, or Latino       Latino       Yes, i consider myself to be Spanish, Hispanic, or Latino       195         What is your race? (Mark one or more races to indicate what race you consider yourself to be.)       American indian or Alaskan Native       48         Asian, Asian Indian, or Pacific Islander       Image: Ima			\$150,000 or more	21%
Yes, I consider myself to be Spanish, Hispanic, or Lation198What is your race? (Mark one or more races to indicate what race you consider yourself to be.)American indian, or Pacific Islander38Asian, Asian Indian, or Pacific Islander2525Black or African American25White228Other178In which category is your age?18-24 years6825-34 years25-34 years26835-44 years25-34 years18665-74 years16816975 years or older55564 years16975 years or older55564 years16975 years or older55564 years16976 what is your gender?Female479Male178169178Male178169178178Identify in another way6576 years or older168178179Identify un another way65170178178171In a city newsletter or utility bill178172In a city newsletter or utility bill178173In a city newsletter or utility bill178174In a city newsletter or utility bill178175In a city newsletter or utility bill178176In a city newsletter	Are you Spanish, Hispanic, or Latino?	Are you Spanish, Hispanic or Latino?		81%
What is your race? (Mark one or more races bindicate what race you consider yourself to be. Indicate what race you consider yourself to be. Asian, Asian Indian or Alaskan Asian, Asian Indian, or Pacific IslanderImage IslanderBlack or African American228White2019Other1019In which category is your age?8.24 years25:34 years203835:44 years201835:44 years101835:44 years101835:44 years101835:44 years101835:44 years101835:44 years101835:44 years101835:44 years101835:44 years101836:44 years101836:44 years101837:49 years or older101839:10.1101840:10.1101841:10.1101841:10.1101842:10.1101844:11.1101844:11.1101845:11.1101845:11.1101846:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.1101847:11.11			Yes, I consider myself to be	19%
Asian, Asian Indian, or Pacific IslanderAsian, Asian Indian, or Pacific Islander55Black or African American28White293Other1178In which category is your age?18-24 years25-34 years20835-44 years219845-54 years117865-74 years118865-74 years118865-74 years118875 years or older559188101000000000000000000000000000000000000		What is your race? (Mark one or more races to	American Indian or Alaskan	4%
Black or African American2 %White10%Other10%In which category is your age?8-24 years25-34 years20%35-44 years10%35-44 years10%45-54 years10%55-64 years10%56-74 years10%56-74 years10%57-74 years10%58-74 years10%58-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%59-74 years10%<			Asian, Asian Indian, or Pacific	
Other178In which category is your age?18-24 years8825-34 years20835-44 years19845-54 years19845-54 years19855-64 years19855-64 years19875 years or older58100100What is your gender?Female100				2%
In which category is your age? Is 24 years 25-34 years 35-44 years 35-44 years 35-44 years 198 45-54 years 198 45-54 years 198 55-64 years 198 198 198 198 198 198 198 198			White	82%
25-34 years 208 35-44 years 198 45-54 years 178 55-64 years 148 65-74 years 188 75 years or older 58 Male 478 Identify in another way 68 Male 478 Identify in another way 68 Note 198 Received an email from the city 178 Received an email from the city 178 In a city newsletter or utility bill Received an opstcard or letter from the city 188			Other	17%
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 16 try's website 18% apply.) The city's social media (Facebook, Twitter, Instagram, Received an email from the city bill 3% Received a postcard or letter from the city 11%		In which category is your age?	18-24 years	8%
45-54 years 17% 55-64 years 14% 65-74 years 18% 65-74 years 01der 5% 75 years or 01der 5% Male 47% Identify in another way 6% How did you hear about this survey? (Select all that apply.) How did you hear about this survey? (Select all that apply.) In a city rewsletter or utility bill Received an email from the city 7% In a city newsletter or utility bill Received a postcard or letter from the city 1%			25-34 years	20%
55-64 years 14% 65-74 years 18% 75 years or older 5% 75 years or older 16% Male 47% Identify in another way 6% How did you hear about this survey? (Select all that apply.) The city's social media (Facebook, Twitter, Instagram, Received an email from the city 7% In a city newsletter or utility bill Received a postcard or letter from the city			35-44 years	19%
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%         Received an email from the city       7%       13%         Received an email from the city       13%       13%         Received an opstcard or letter from the city       1%       1%			45-54 years	17%
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%         Received an email from the city       7%       13%         In a city newsletter or utility bill       3%       8         Received a postcard or letter from the city       1%       1%			55-64 years	14%
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         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%			65-74 years	18%
Male 47% Identify in another way 6% How did you hear about this survey? (Select all that apply.) How did you hear about this survey? (Select all that apply.) The city's social media (Facebook, Twitter, Instagram, Received an email from the city 1% In a city newsletter or utility bill 3% Received a postcard or letter from the city 1%			75 years or older	5%
Identify in another way6%How did you hear about this survey? (Select all that apply.)The city's website18%The city's social media (Facebook, Twitter, Instagram,13%Received an email from the city7%In a city newsletter or utility bill3%Received a postcard or letter from the city1%		What is your gender?	Female	47%
How did you hear about this survey? (Select all that The city's website 18% apply.) The city's social media (Facebook, Twitter, Instagram, Received an email from the city 7% In a city newsletter or utility bill 3% Received a postcard or letter from the city 1%			Male	47%
apply.)       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%			Identify in another way	6%
Ine city's social media       13%         (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%			The city's website	18%
In a city newsletter or utility bill 3% Received a postcard or letter from the city		apply.)		13%
Received a postcard or letter 1% from the city			Received an email from the city	7%
from the city			In a city newsletter or utility bill	3%
Nextdoor 13%				1%
			Nextdoor	13%

How did you hear about this survey? (Select all that apply.)	In my Facebook feed	5%
	Saw it in a newspaper article or ad (hard copy or online)	25%
	Saw a flyer or poster about it	0%
	Heard about it from a family member, friend or neighborhood	10%
	Heard about it from a business or social organization in my co	6%
	Polco social media post	1%
	On my Polco feed	18
	Other	8%

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,

Estimado Residente de Santa Cruz,

iNo le tomará mucho de su tiempo para marcar una gran diferencia!

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

#### https://polco.us/santacruzespanol2021

#### 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. iGracias por ayudar a crear una Ciudad mejor!

Atentamente,

Donna Meyers Mayor/Alcalde

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Atentamente,



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



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





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:

iPor 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 ingles* por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea *en español* en:

#### https://polco.us/santacruzespanol2021

Por favor no comparta el enlace de su encuesta.

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

iGracias por su tiempo y participación!

Atentamente,

Donna Meyers Mayor/Alcalde



#### October 2021

Dear City of Santa Cruz Resident:

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

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

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

#### A few things to remember:

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- 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

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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:

iAquí 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.** 

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

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

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

iGracias por su tiempo y participación!

Atentamente,

Dear Santa Cruz Resident,

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

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

#### https://polco.us/2021santacruz

**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.

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Thank you for helping create a better City!

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#### https://polco.us/2021santacruzespanol

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#### https://polco.us/2021santacruzespanol

**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.

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Atentamente,



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



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

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.

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Sincerely,

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:

#### https://polco.us/2021santacruzespanol

**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. iGracias por ayudar a crear una Ciudad mejor!

Atentamente,

Donna Meyers Mayor/Alcalde

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!

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Atentamente,



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

### 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.

i icuse i uce cuchi of the fond while uspeets of quanty of the in bunda					
	<u>Excellent</u>	<u>Good</u>	Fair	<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
	Santa Cruz as a place to live Your neighborhood as a place to live Santa Cruz as a place to raise children Santa Cruz as a place to work Santa Cruz as a place to visit Santa Cruz as a place to retire The overall quality of life in Santa Cruz	ExcellentSanta Cruz as a place to live1Your neighborhood as a place to live1Santa Cruz as a place to raise children1Santa Cruz as a place to work1Santa Cruz as a place to visit1Santa Cruz as a place to visit1Santa Cruz as a place to retire1The overall quality of life in Santa Cruz1	ExcellentGoodSanta Cruz as a place to live12Your neighborhood as a place to live12Santa Cruz as a place to raise children12Santa Cruz as a place to work12Santa Cruz as a place to visit12Santa Cruz as a place to visit12Santa Cruz as a place to retire12Santa Cruz as a place to retire12Santa Cruz as a place to retire12Santa Cruz as a place to retire12The overall quality of life in Santa Cruz12	ExcellentGoodFairSanta Cruz as a place to live123Your neighborhood as a place to live123Santa Cruz as a place to raise children123Santa Cruz as a place to work123Santa Cruz as a place to visit123Santa Cruz as a place to visit123Santa Cruz as a place to visit123Santa Cruz as a place to retire123The overall quality of life in Santa Cruz123	ExcellentGoodFairPoorSanta Cruz as a place to live1234Your neighborhood as a place to live1234Santa Cruz as a place to raise children1234Santa Cruz as a place to work1234Santa Cruz as a place to visit1234Santa Cruz as a place to visit1234Santa Cruz as a place to retire1234Santa Cruz as a place to retire1234

#### 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 knov</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		2	3	4	5
Overall design or layout of Santa Cruz's residential and commercial					
areas (e.g., homes, buildings, streets, parks, etc.)		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		2	3	4	5
Overall quality of natural environment in Santa Cruz		2	3	4	5
Overall quality of parks and recreation opportunities		2	3	4	5
Overall health and wellness opportunities in Santa Cruz		2	3	4	5
Overall opportunities for education, culture, and the arts	1	2	3	4	5
Residents' connection and engagement with their community		2	3	4	5

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

	Very	Somewhat	Somewhat	Very	Don't
	<u>likely</u>	<u>likely</u>	<u>unlikely</u>	<u>unlikely</u>	<u>know</u>
Recommend living in Santa Cruz to someone who asks.		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:

	-	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>	
	In your neighborhood during the day	1	2	3	4	5	6	Inc.
	In Santa Cruz's downtown/commercial area							ter.
	during the day	1	2	3	4	5	6	Cen
	From property crime	1	2	3	4	5	6	rch
	From violent crime	1	2	3	4	5	6	esea
	From fire, flood, or other natural disaster	1	2	3	4	5	6	al Re
5.	Please rate the job you feel the Santa Cruz comm	unity d	oes at each_	of the follow	ing.	_		ation
			<u> </u>	<u>ixcellent</u> <u>Go</u>	<u>od Fair</u>	<u>Poor</u>	<u>Don't know</u>	Z

			0000		1001	20110111011
	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 communi			<b>.</b>	D	D 41
		Excellent	<u>Good</u>	<u>Fair</u>		<u>Don't know</u>
	Traffic flow on major streets		2	3	4	5
	Ease of public parking		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		2	3	4	5
	Ease of travel by bicycle in Santa Cruz		2	3	4	5
	Ease of walking in Santa Cruz		2	3	4	5
	Well-planned residential growth		2	3	4	5
	Well-planned commercial growth		2	3	4	5
	Well-designed neighborhoods		2	3	4	5
	Preservation of the historical or cultural character of the community.		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		2	3	4	5
	Overall quality of new development in Santa Cruz		2	3	4	5
	Overall appearance of Santa Cruz		2	3	4	5
	Cleanliness of Santa Cruz		2	3	4	5
	Water resources (beaches, lakes, ponds, riverways, etc.)		2	3	4	5
	Air quality		2	3	4	5
	Availability of paths and walking trails		2	3	4	5
	Fitness opportunities (including exercise classes and paths or trails, e		2	3	4	5
	Recreational opportunities		2	3	4	5
			2	3	4	5
	Availability of affordable quality food		2	-		
	Availability of affordable quality health care			3	4	5
	Availability of preventive health services		2	3	4	5
	Availability of affordable quality mental health care		2	3	4	5
	Opportunities to attend cultural/arts/music activities		2	3	4	5
	Community support for the arts		2	3	4	5
	Availability of affordable quality childcare/preschool		2	3	4	5
	K-12 education		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		2	3	4	5
	Opportunities to attend special events and festivals		2	3	4	5
	Opportunities to volunteer		2	3	4	5
	Opportunities to participate in community matters		2	3	4	5
	Openness and acceptance of the community toward people					
	of diverse backgrounds		2	3	4	5
•	-		. 10			
8.	Please indicate whether or not you have done each of the following	ing in the la	st 12 mo	onths.		
		1 1			No	Yes
	Contacted the City of Santa Cruz (in-person, phone, email, or web) for					2
	Contacted Santa Cruz elected officials (in-person, phone, email, or we	· ·		oinion	1	2
	Attended a local public meeting (of local elected officials like City Council or County					
	Commissioners, advisory boards, town halls, HOA, neighborhood w					2
	Watched (online or on television) a local public meeting					2
	Volunteered your time to some group/activity in Santa Cruz					2
	Campaigned or advocated for a local issue, cause, or candidate				1	2
	Voted in your most recent local election					2
	Used bus, rail, subway, or other public transportation instead of drivi					2
	Carpooled with other adults or children instead of driving alone					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

Please rate the quality of each of the following services in Santa	Cruz.				
Theuse rate the quality of each of the following services in Santa	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't kno</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		2	3	4	5
Street cleaning		2	3	4	5
Street lighting		2	3	4	5
Sidewalk maintenance		2	3	4	5
Bus or transit services		2	3	4	5
		2	3	4	-
Land use, planning, and zoning			-		5
Code enforcement (weeds, abandoned buildings, etc.)		2	3	4	5
Affordable high-speed internet access		2	3	4	5
Garbage collection		2	3	4	5
Drinking water		2	3	4	5
Sewer services		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		2	3	4	5
Police services		2	3	4	5
Crime prevention		2	3	4	5
Animal control		2	3	4	5
Ambulance or emergency medical services		2	3	4	5
Fire services		2	3	4	5
		2	3	4	5
Fire prevention and education	I	2	3	4	5
Emergency preparedness (services that prepare the community	1	2	Э	4	г
for natural disasters or other emergency situations)			3		5
Preservation of natural areas (open space, farmlands, and greenbelts		2	3	4	5
Santa Cruz open space		2	3	4	5
Recycling		2	3	4	5
Yard waste pick-up		2	3	4	5
City parks		2	3	4	5
Recreation programs or classes		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
Please rate the following categories of Santa Cruz government p	<u>Excellent</u>	Good	Fair	Doon	<u>Don't kn</u>
The value of services for the taxes paid to Santa Cruz		<u>6000</u> 2	<u>Fair</u> 3	Poor 4	<u>Don t kn</u>
The overall direction that Santa Cruz is taking		2	3	4	5
The job Santa Cruz government does at welcoming resident	I	2	3	4	5
involvement	1	2	3	4	5
Overall confidence in Santa Cruz government		2	3	4	5
		2	3	4	5
Generally acting in the best interest of the community Being honest		2	3	4	5
Being open and transparent to the public		2	3	4	5
Informing residents about issues facing the community		2	3	4	5
Treating all residents fairly		2	3	4	5
Treating residents with respect		2	3	4	5
			-	4	5
	l by each o	f the foll	owing?		
Overall, how would you rate the quality of the services provided	a by cach o		-		
Overall, how would you rate the quality of the services provided	<u>Excellent</u>	<u>Good</u>	Fair	<u>Poor</u>	Don't kn
<b>Overall, how would you rate the quality of the services provided</b> The City of Santa Cruz	Excellent	<u>Good</u> 2	<u>Fair</u> 3	Poor 4	<u>Don't kno</u> 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.

Essentia	Very <u>important</u>	Somewhat <u>important</u>	Not at all <u>important</u>
Overall economic health of Santa Cruz1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus)			
in Santa Cruz1	2	3	4
Overall design or layout of Santa Cruz's residential and commercial			
areas (e.g., homes, buildings, streets, parks, etc.)	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 Cruz1	2	3	4
Overall quality of natural environment in Santa Cruz	2	3	4
Overall quality of parks and recreation opportunities1	2	3	4
Overall health and wellness opportunities in Santa Cruz1	2	3	4
Overall opportunities for education, culture, and the arts1	2	3	4
Residents' connection and engagement with their community1	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?

Strongly support	Somewhat <u>support</u>	Somewhat <u>oppose</u>	Strongly <u>oppose</u>	Don't <u>know</u>
Addressing the impacts of climate change1	2	3	4	5
Increasing the City's assured water supply1	2	3	4	5
Reliable services for the unhoused, such as hygiene services,				
storage, clean-up, and other services1	2	3	4	5
Outreach and case management services for the unhoused1	2	3	4	5
Developing affordable housing for low and moderate income	n	C	4	F
households	2	3	4	5
Mitigating the risk of wildfires in our open space and natural areas1	2	3	4	5
Maintaining the City's streets, roads, sidewalks and other				
public facilities1	2	3	4	5
Maintaining our parks, open spaces and recreational facilities1	2	3	4	5
Funding for arts programs1	2	3	4	5
Mental health crisis response services1	2	3	4	5
Ensuring the City's financial stability during downturns1	2	3	4	5
Recruiting businesses and jobs to Santa Cruz	2	3	4	5
Improving Downtown Santa Cruz1	2	3	4	5
Increasing police resources to control crime1	2	3	4	5
Increasing sustainable transportation options (e.g., bus, bikeshare)1	2	3	4	5
Job training programs1	2	3	4	5
Support for local businesses1	2	3	4	5
Improving communication and community engagement1	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:

		Very	Somewhat	Not at all
	<u>Essential</u>	<u>imporťant</u>	<u>important</u>	<u>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	51	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 campi	ng1	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 <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>	
	Access the internet from your home using		-	_		_	_	
	a computer, laptop, or tablet computer		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,		2	2		_	<i>.</i>	
	Twitter, Nextdoor, etc.		2	3	4	5	6	
	Use or check email		2	3	4	5	6	
	Share your opinions online		2	3	4	5	6	
	Shop online	1	2	3	4	5	6	
D2.	Please rate your overall health.							
	O Excellent O Very good O (	Good O	Fair	O Poor				
D3.	What impact, if any, do you think the ecDo you think the impact will be:O Very positiveO Somewhat positi	-	-	ur family inco O Somewhat ne		<b>xt 6 months</b> O Very negat		
	• Very positive • • Somewhat positi				gative	• very negat	.1vC	
D4.	<ul> <li>How many years have you lived in Santa</li> <li>Less than 2 years</li> <li>2-5 years</li> <li>6-10 years</li> <li>11-20 years</li> <li>More than 20 years</li> </ul>	a Cruz?	<ul> <li>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.)</li> <li>○ Less than \$25,000</li> <li>○ \$75,000 to \$99,999</li> </ul>					
D5.	Which best describes the building you li	ive in?		\$25,000 to \$49		00,000 to \$1		
	• One family house detached from any oth		0	\$50,000 to \$74	,999 <b>O</b> \$1	50,000 or mo	ore	
	• Building with two or more homes		D11. Ar	e you Spanish	, Hispanic of	r Latino?		
	(duplex, townhome, apartment, or cond O Mobile home O Other	lominium)	Ο	No, not Spanis Yes, I consider Latino	h, Hispanic, o	r Latino	panic, or	
D6.	Do you rent or own your home?		D12. W	hat is your rac	e? (Mark on	e or more ra	aces to	
	O Rent			dicate what ra	•			
	O 0wn			American India	an or Alaskan	Native	-	
D7.	About how much is your monthly housin for the place you live (including rent, m payment, property tax, property insura homeowners' association (HOA) fees)?	ortgage	<ul> <li>Asian, Asian Indian, or Pacific Islander</li> <li>Black or African American</li> <li>White</li> <li>Other</li> </ul>					
	O Less than \$500 O \$2,000 to \$2,4		D13. In	which catego	ry is your ag	e?		
	<b>○</b> \$500 to \$999 <b>○</b> \$2,500 to \$2,9		0	18-24 years	<b>O</b> 55	-64 years		
	<b>O</b> \$1,000 to \$1,499 <b>O</b> \$3,000 to \$3,4		Ο	25-34 years	<b>O</b> 65	-74 years		
	<b>O</b> \$1,500 to \$1,999 <b>O</b> \$3,500 or mo	re	Ο	35-44 years	<b>O</b> 75	years or old	er	
D8	Do any children 17 or under live in you	r	0	45-54 years				
<i>D</i> 0.	household?	L	D14 W	hat is your gei	ndor?			
	O No O Yes				iuei :			
				Female Male				
D9.	Are you or any other members of your				thorwar			
	household aged 65 or older?		0	Identify in ano	mer way			
	O No O Yes							

Thank you!Please return the completed survey in the postage-paid envelope to:<br/>National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502