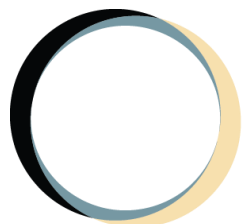


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Coronado, CA

Trends over Time

2018



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2018 ratings for the City of Coronado to its previous survey results in 2011 and 2014. Additional reports and technical appendices are available under separate cover.

Trend data for Coronado represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than seven percentage points between the 2014 and 2018 surveys, otherwise the comparisons between 2014 and 2018 are noted as being "similar." Additionally, comparisons to the national benchmark for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Coronado for 2018 generally remained stable. Of the 121 items for which comparisons were available, 109 items were rated similarly in 2014 and 2018, six items showed a decrease in ratings and six showed an increase in ratings. Notable trends over time included the following:

- Almost all aspects of Community Characteristics remained stable from 2014 to 2018. However, Coronado residents gave lower marks to public parking and to the quality of overall new development in 2018 while giving higher marks to child care/preschool when compared to 2014.
- While the vast majority of Governance ratings also remained stable over time; there were some shifts in perception. Survey respondents gave lower ratings to emergency preparedness, open space, storm drainage and the overall direction of Coronado in 2018 compared to 2014. During this same time period, ratings increased for crime prevention, traffic enforcement, traffic signal timing and services provided by the Federal Government.
- Virtually all the reported rates of Participation remained unchanged comparing 2018 to 2014. The only exception to this was that more Coronado residents reported having a positive economic outlook in 2018 compared to 2014 and 2011.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2014	Comparison to benchmark		
	2011	2014	2018		2011	2014	2018
Overall quality of life	98%	97%	97%	Similar	Much above	Above	Above
Overall image	97%	96%	93%	Similar	Much above	Much above	Much above
Place to live	99%	97%	97%	Similar	Much above	Above	Above
Neighborhood	95%	93%	95%	Similar	Much above	Above	Above
Place to raise children	96%	94%	92%	Similar	Much above	Above	Above
Place to retire	94%	86%	82%	Similar	Much above	Much above	Much above
Overall appearance	96%	96%	96%	Similar	Much above	Much above	Much above

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2014	Comparison to benchmark		
		2011	2014	2018		2011	2014	2018
Safety	Overall feeling of safety	NA	93%	97%	Similar	NA	Above	Above
	Safe in neighborhood	99%	98%	96%	Similar	Much above	Similar	Similar
	Safe downtown/commercial area	99%	98%	97%	Similar	Much above	Above	Similar
Mobility	Overall ease of travel	NA	80%	81%	Similar	NA	Similar	Similar
	Ease of walking	92%	95%	94%	Similar	Much above	Much above	Much above
	Travel by bicycle	80%	82%	80%	Similar	Much above	Much above	Above
	Travel by public transportation	NA	55%	52%	Similar	NA	Similar	Similar
	Travel by car	51%	44%	46%	Similar	Similar	Below	Below
	Public parking	NA	34%	24%	Below	NA	Below	Below
	Traffic flow	34%	28%	30%	Similar	Much below	Below	Similar
Natural Environment	Overall natural environment	90%	93%	91%	Similar	Much above	Above	Above
	Cleanliness	97%	93%	95%	Similar	Much above	Above	Above
	Air quality	84%	87%	87%	Similar	Much above	Above	Similar
Built Environment	Overall built environment	NA	77%	77%	Similar	NA	Above	Above
	New development in Coronado	82%	62%	49%	Below	Much above	Similar	Similar
	Affordable quality housing	NA	15%	11%	Similar	NA	Much below	Much below
	Public places	NA	93%	91%	Similar	NA	Much above	Much above
	Overall economic health	NA	87%	89%	Similar	NA	Above	Much above
Economy	Vibrant downtown/commercial area	NA	68%	70%	Similar	NA	Above	Above
	Business and services	79%	69%	66%	Similar	Much above	Similar	Similar
	Cost of living	NA	19%	19%	Similar	NA	Below	Much below
	Shopping opportunities	46%	48%	53%	Similar	Similar	Similar	Similar
	Place to visit	NA	96%	96%	Similar	NA	Much above	Much above
	Place to work	67%	71%	76%	Similar	Much above	Above	Above

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2018 rating compared to 2014	Comparison to benchmark		
		2011	2014	2018		2011	2014	2018
Recreation and Wellness	Health and wellness	NA	87%	83%	Similar	NA	Above	Above
	Mental health care	NA	55%	49%	Similar	NA	Similar	Similar
	Health care	67%	68%	62%	Similar	Much above	Similar	Similar
	Recreational opportunities	94%	90%	87%	Similar	Much above	Much above	Above
	Fitness opportunities	NA	88%	81%	Similar	NA	Above	Above
Education and Enrichment	Education and enrichment opportunities	NA	86%	85%	Similar	NA	Above	Above
	Cultural/arts/music activities	67%	76%	80%	Similar	Much above	Above	Above
	Adult education	NA	79%	77%	Similar	NA	Similar	Above
	K-12 education	93%	89%	89%	Similar	Much above	Above	Above
	Child care/preschool	43%	57%	65%	Above	Above	Similar	Similar
Community Engagement	Social events and activities	86%	84%	82%	Similar	Much above	Above	Above
	Neighborliness	NA	71%	73%	Similar	NA	Similar	Similar
	Openness and acceptance	64%	60%	56%	Similar	Above	Similar	Similar
	Opportunities to participate in community matters	78%	78%	84%	Similar	Much above	Above	Above
	Opportunities to volunteer	82%	82%	80%	Similar	Much above	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2018 rating compared to 2014	Comparison to benchmark		
	2011	2014	2018		2011	2014	2018
Services provided by Coronado	95%	89%	91%	Similar	Much above	Above	Above
Customer service	83%	82%	86%	Similar	Much above	Similar	Similar
Value of services for taxes paid	80%	65%	66%	Similar	Much above	Similar	Similar
Overall direction	83%	64%	55%	Below	Much above	Similar	Similar
Welcoming citizen involvement	71%	65%	70%	Similar	Much above	Above	Above
Confidence in City government	NA	62%	67%	Similar	NA	Similar	Above
Acting in the best interest of Coronado	NA	65%	63%	Similar	NA	Similar	Similar
Being honest	NA	66%	69%	Similar	NA	Similar	Similar
Treating all residents fairly	NA	63%	65%	Similar	NA	Similar	Similar
Services provided by the Federal Government	41%	37%	46%	Above	Above	Similar	Similar

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Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2018 rating compared to 2014	Comparison to benchmark		
		2011	2014	2018		2011	2014	2018
Safety	Police	90%	84%	87%	Similar	Much above	Similar	Similar
	Fire	99%	97%	98%	Similar	Much above	Above	Above
	Ambulance/EMS	99%	95%	96%	Similar	Much above	Similar	Above
	Crime prevention	88%	77%	85%	Above	Much above	Similar	Above
	Fire prevention	86%	90%	84%	Similar	Much above	Similar	Similar
	Animal control	87%	82%	76%	Similar	Much above	Above	Similar
	Emergency preparedness	81%	74%	64%	Below	Much above	Similar	Similar
Mobility	Traffic enforcement	64%	50%	57%	Above	Similar	Similar	Similar
	Street repair	67%	63%	65%	Similar	Much above	Above	Above
	Street cleaning	83%	81%	76%	Similar	Much above	Above	Above
	Street lighting	68%	57%	60%	Similar	Much above	Similar	Similar
	Sidewalk maintenance	77%	68%	68%	Similar	Much above	Above	Above
	Traffic signal timing	44%	39%	52%	Above	Below	Similar	Similar
	Bus or transit services	78%	72%	71%	Similar	Much above	Similar	Above
Natural Environment	Garbage collection	92%	94%	93%	Similar	Much above	Similar	Above
	Recycling	88%	93%	91%	Similar	Much above	Above	Above
	Yard waste pick-up	89%	88%	89%	Similar	Much above	Above	Above
	Drinking water	73%	72%	66%	Similar	Much above	Similar	Similar
Built Environment	Open space	NA	79%	69%	Below	NA	Similar	Similar
	Storm drainage	70%	73%	64%	Below	Much above	Similar	Similar
	Sewer services	89%	87%	82%	Similar	Much above	Similar	Similar
	Land use, planning and zoning	67%	58%	52%	Similar	Much above	Similar	Similar
Recreation and Wellness	Code enforcement	67%	61%	58%	Similar	Much above	Similar	Similar
	City parks	99%	94%	96%	Similar	Much above	Above	Above
	Recreation programs	96%	90%	90%	Similar	Much above	Above	Above
Education and Enrichment	Recreation centers	97%	95%	92%	Similar	Much above	Above	Much above
	Special events	NA	88%	82%	Similar	NA	Above	Above
Community Engagement	Public libraries	98%	98%	95%	Similar	Much above	Above	Above
	Public information	89%	82%	83%	Similar	Much above	Above	Above

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2014	Comparison to benchmark		
	2011	2014	2018		2011	2014	2018
Sense of community	93%	82%	84%	Similar	Much above	Above	Above
Recommend Coronado	97%	94%	92%	Similar	Much above	Similar	Similar
Remain in Coronado	83%	87%	84%	Similar	Above	Similar	Similar
Contacted Coronado employees	45%	44%	47%	Similar	Much below	Similar	Similar

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Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2018 rating compared to 2014	Comparison to benchmark		
		2011	2014	2018		2011	2014	2018
Safety	Stocked supplies for an emergency	NA	33%	33%	Similar	NA	Similar	Similar
	Did NOT report a crime	NA	76%	80%	Similar	NA	Similar	Similar
	Was NOT the victim of a crime	88%	86%	87%	Similar	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	32%	31%	Similar	NA	Similar	Similar
	Carpooled instead of driving alone	NA	45%	50%	Similar	NA	Similar	Similar
	Walked or biked instead of driving	NA	91%	87%	Similar	NA	Much above	Much above
Natural Environment	Conserved water	NA	90%	94%	Similar	NA	Similar	Above
	Made home more energy efficient	NA	73%	73%	Similar	NA	Similar	Similar
	Recycled at home	92%	98%	98%	Similar	Much above	Above	Above
Built Environment	Did NOT observe a code violation	NA	60%	55%	Similar	NA	Similar	Similar
	NOT under housing cost stress	73%	68%	68%	Similar	Much above	Similar	Similar
Economy	Purchased goods or services in Coronado	NA	96%	98%	Similar	NA	Similar	Similar
	Economy will have positive impact on income	15%	31%	40%	Above	Similar	Similar	Similar
	Work in Coronado	NA	32%	38%	Similar	NA	Below	Similar
Recreation and Wellness	Used Coronado recreation centers	58%	75%	76%	Similar	Similar	Above	Above
	Visited a City park	96%	94%	93%	Similar	Much above	Similar	Above
	Ate 5 portions of fruits and vegetables	NA	91%	87%	Similar	NA	Similar	Similar
	Participated in moderate or vigorous physical activity	NA	94%	94%	Similar	NA	Similar	Similar
	In very good to excellent health	NA	79%	81%	Similar	NA	Similar	Similar
Education and Enrichment	Used Coronado public libraries	81%	78%	77%	Similar	Much above	Similar	Above
	Participated in religious or spiritual activities	56%	45%	52%	Similar	Similar	Similar	Similar
Community Engagement	Attended a City-sponsored event	NA	73%	68%	Similar	NA	Much above	Above
	Campaigned for an issue, cause or candidate	NA	29%	30%	Similar	NA	Similar	Similar
	Contacted Coronado elected officials	NA	24%	28%	Similar	NA	Similar	Similar
	Volunteered	47%	50%	47%	Similar	Similar	Similar	Similar
	Participated in a club	44%	44%	40%	Similar	Much above	Above	Above
	Talked to or visited with neighbors	NA	95%	94%	Similar	NA	Similar	Similar
	Done a favor for a neighbor	NA	90%	87%	Similar	NA	Similar	Similar
	Attended a local public meeting	32%	28%	33%	Similar	Above	Similar	Above
	Watched a local public meeting	28%	24%	29%	Similar	Much below	Below	Similar
	Read or watched local news	NA	86%	87%	Similar	NA	Similar	Similar
	Voted in local elections	85%	81%	78%	Similar	Much above	Similar	Similar