

# **The National Citizen Survey™**

## **Coronado, CA**

Community Livability Report

2014

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The National Citizen Survey™  
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# About

The National Citizen Survey™ (The NCS) report is about the “livability” of Coronado. The phrase “livable community” is used here to evoke 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.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. 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).

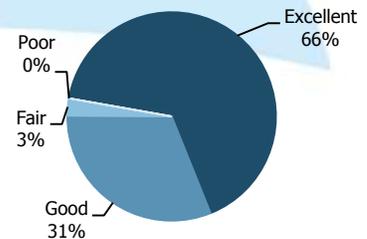
The Community Livability Report provides the opinions of a representative sample of 316 residents of the City of Coronado. The margin of error around any reported percentage is 5% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



# Quality of Life in Coronado

Almost all residents rated the quality of life in Coronado as excellent or good. The rating for the overall quality of life in Coronado was higher than the national benchmark. (See Appendix B of the *Technical Appendices* provided under separate cover).

**Overall Quality of Life**



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

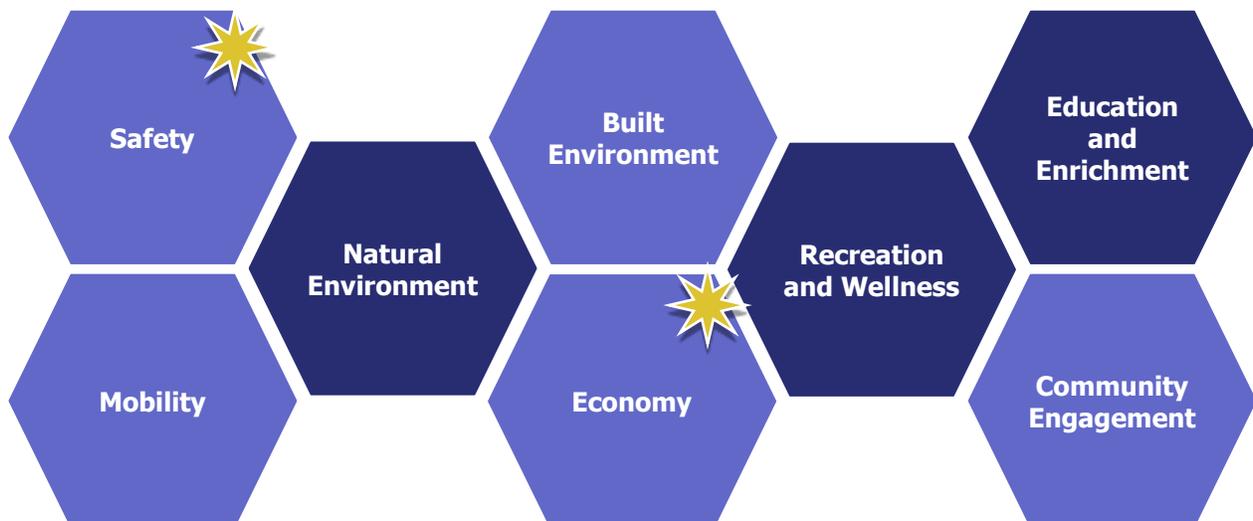
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Coronado community in the coming two years. It is noteworthy that Coronado residents gave favorable ratings to both of these facets of community as well as to Natural Environment, Recreation and Wellness and Education and Enrichment. Ratings for Mobility, Built Environment and Community Engagement were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Coronado’s unique questions.

**Legend**

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



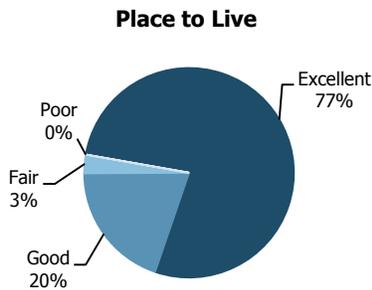
# Community Characteristics

*What makes a community livable, attractive and a place where people want to be?*

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Coronado, 97% rated the City as an excellent or good place to live. Respondents' ratings of Coronado as a place to live were higher than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Coronado as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Coronado and its overall appearance. The ratings for all of these aspects of community quality were higher than other communities across the nation.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. When benchmark comparisons were available, these ratings tended to be higher than or similar to the national benchmark. A majority of residents gave high ratings to Safety, Natural Environment, Recreation and Wellness and Education and Enrichment. About 9 in 10 residents rated all aspects of Natural Environment favorably, making Coronado's ratings in these areas higher than in other communities in the U.S. Similarly, almost all residents gave strong ratings to Safety, one of the facets of the community that residents identified as a focus area for the next two years. Some aspects of Mobility were rated less favorably; travel by car, public parking and traffic flow were all rated lower than the national benchmark.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

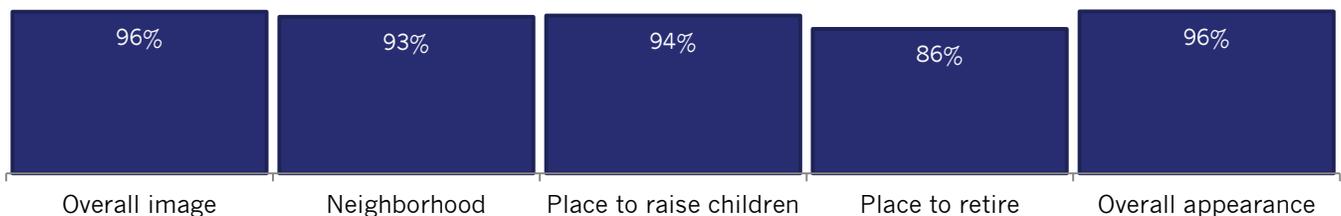
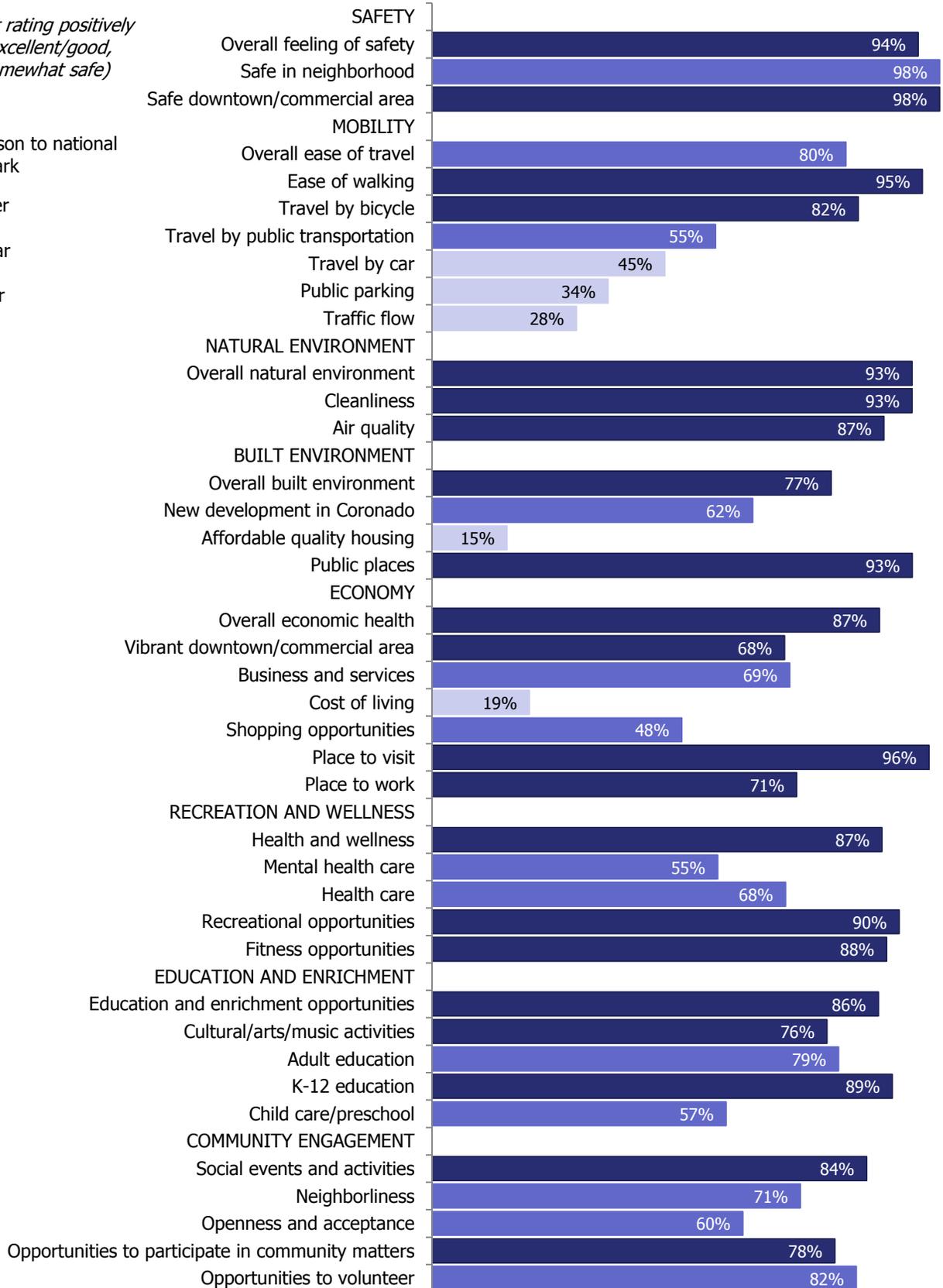


Figure 1: Aspects of Community Characteristics

*Percent rating positively  
(e.g., excellent/good,  
very/somewhat safe)*

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

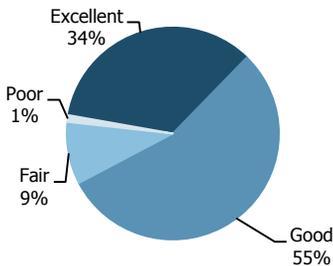
*How well does the government of Coronado meet the needs and expectations of its residents?*

The overall quality of the services provided by Coronado as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The overall quality of services provided by the City of Coronado were rated as excellent or good by 89% of respondents, while services provided by the Federal Government were rated as excellent or good by 37% of respondents. Ratings for the services provided by Coronado were either similar to or higher than national benchmark comparisons.

Survey respondents also rated various aspects of Coronado’s leadership and governance. The majority of these ratings were positive and similar to the national benchmark. About two-thirds of respondents felt the City did an excellent or good job of welcoming citizen involvement, which was higher than in other communities across the nation. Two-thirds of residents also rated treating all residents fairly, providing value for the taxes paid, overall direction, confidence in City government, acting in the best interest of Coronado and being honest as excellent or good. About 8 in 10 residents rated customer service favorably.

Respondents evaluated over 30 individual services and amenities available in Coronado. Safety services, a facet most important to Coronado residents, received positive ratings from at least three-quarters of respondents and most were rated similarly to other communities. Over 9 in 10 respondents rated all aspects of Recreation and Wellness favorably and were higher when compared to other communities. Built Environment ratings, while varied, were on par with services provided by other communities in the nation as well. Ratings for services within Natural Environment were strong, with almost all respondents giving favorable ratings to garbage collection and recycling. The majority of participants gave positive ratings to Education and Enrichment and Community Engagement, with all aspects within these facets receiving ratings higher than the national benchmark comparisons.

**Overall Quality of City Services**



*Percent rating positively (e.g., excellent/good)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

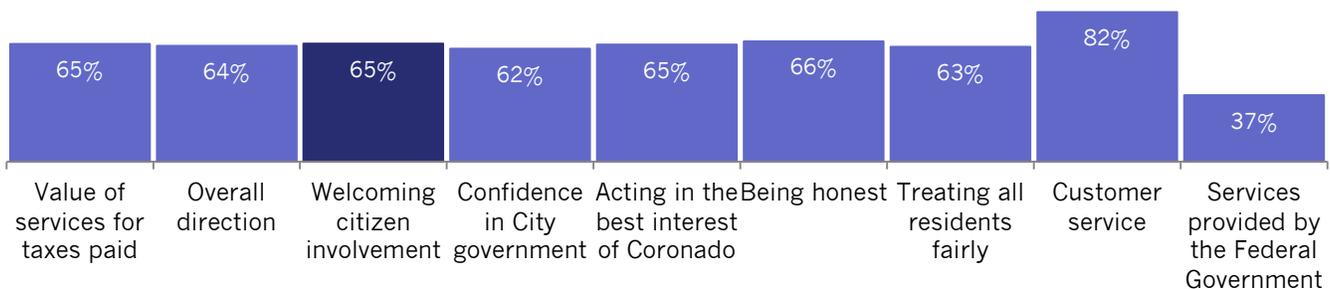
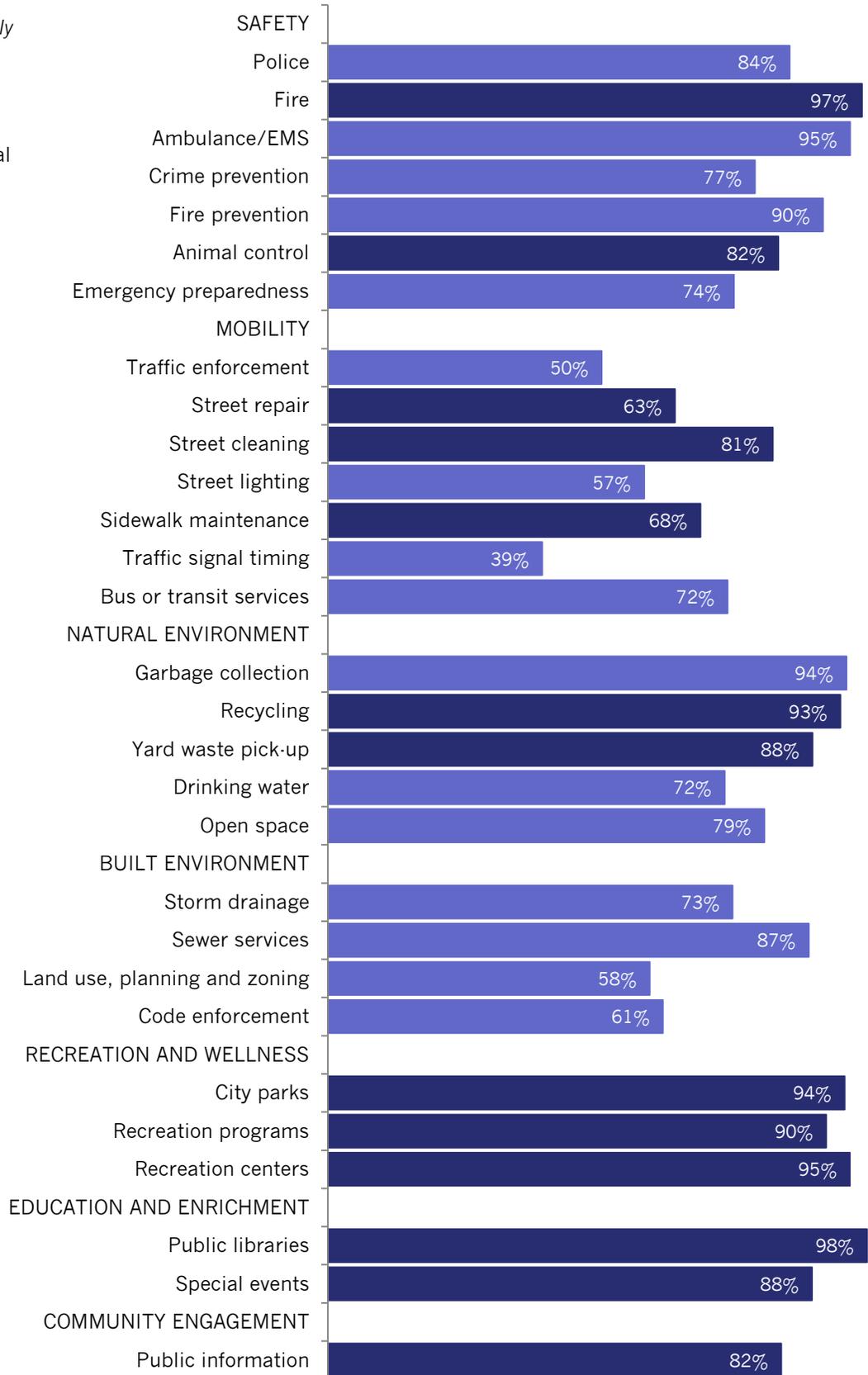


Figure 2: Aspects of Governance

Percent rating positively  
(e.g., excellent/good)

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Participation

*Are the residents of Coronado connected to the community and each other?*

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Over 8 in 10 respondents rated the sense of community in Coronado as excellent or good, and a strong majority of residents would recommend living in Coronado and plan to stay in Coronado for the next five years. Over 4 in 10 respondents reported contacting a Coronado employee within the last 12 months. Overall, these aspects of Coronado were similar to the national benchmark comparisons.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Overall, the extent to which respondents participated in these activities varied, but tended to be similar when compared to the activity levels of residents in other communities.

About three-quarters of Coronado residents reported participating in activities related to Education and Enrichment (e.g., attending a City-sponsored event and using Coronado Public Library), with the former being rated higher than in other communities. Participation ratings in the pillar of Economy, one of the two key focus areas of Coronado, were mixed. Almost all respondents purchased goods or services in Coronado, but only 3 in 10 thought the economy will have a positive impact on their income and work in Coronado. However, the aspects of Economy were similar to other communities. Community Engagement participation ratings varied widely. Most respondents had talked to or visited with neighbors, done a favor for a neighbor, read or watched local news and voted in a local election, but less than 3 in 10 had campaigned for an issue, cause or candidate, contacted Coronado elected officials and watched or attended a local public meeting. Forty-four percent of residents reported participating in a club, which was higher than the national benchmark.

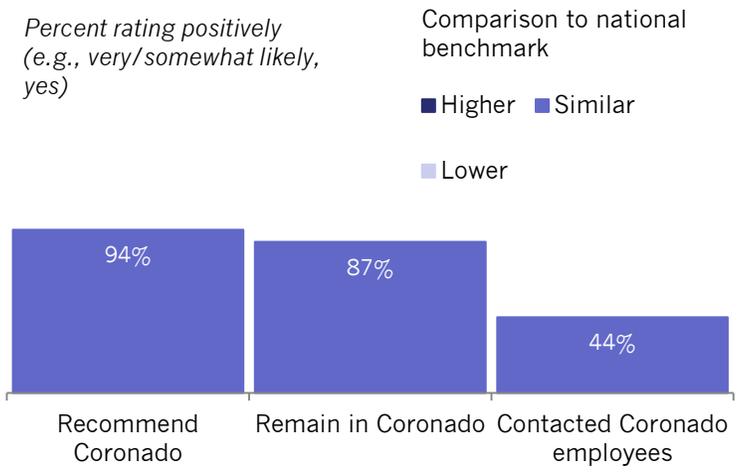
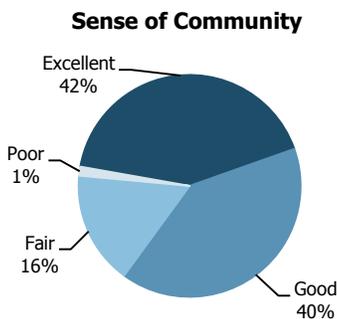
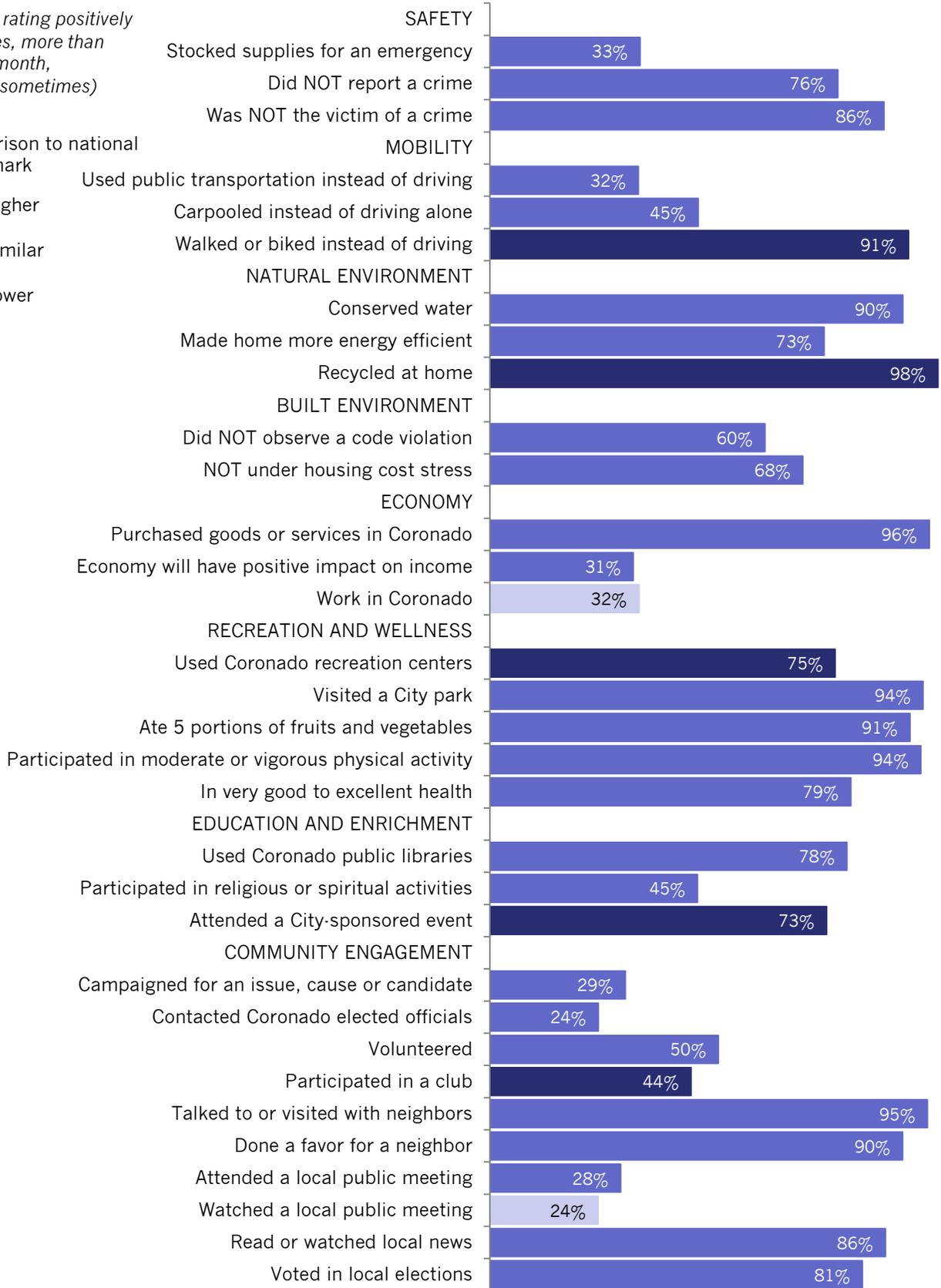


Figure 3: Aspects of Participation

Percent rating positively  
(e.g., yes, more than  
once a month,  
always/sometimes)

Comparison to national  
benchmark

- Higher
- Similar
- Lower

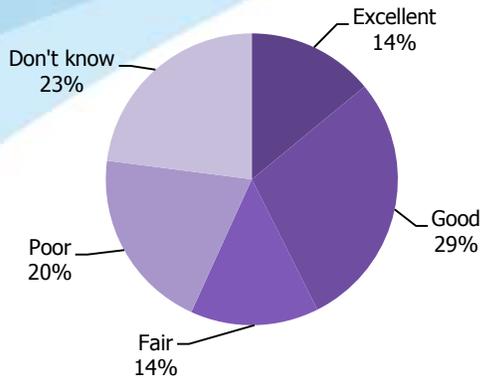


# Special Topics

The City of Coronado included three questions of special interest on The NCS. In the first special interest question, respondents were asked to indicate their level of satisfaction with new single family home construction in Coronado. Over 4 in 10 respondents indicated they were satisfied with new single-family home construction.

Figure 4: Single Family Home Construction

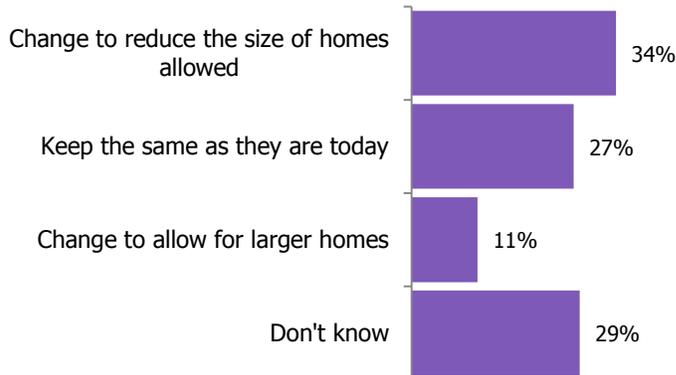
*Please rate your level of satisfaction with new single-family home construction within the City of Coronado?*



In the second special interest question, respondents were asked in what way, if at all, the City should change the rules and laws for single family homes. About one-third of respondents said the City should change the rules and laws to reduce the size of home allowed, with a similar amount wanting to keep the rules the same as they are today or change to allow for larger homes.

Figure 5: Single Family Home Rules and Laws

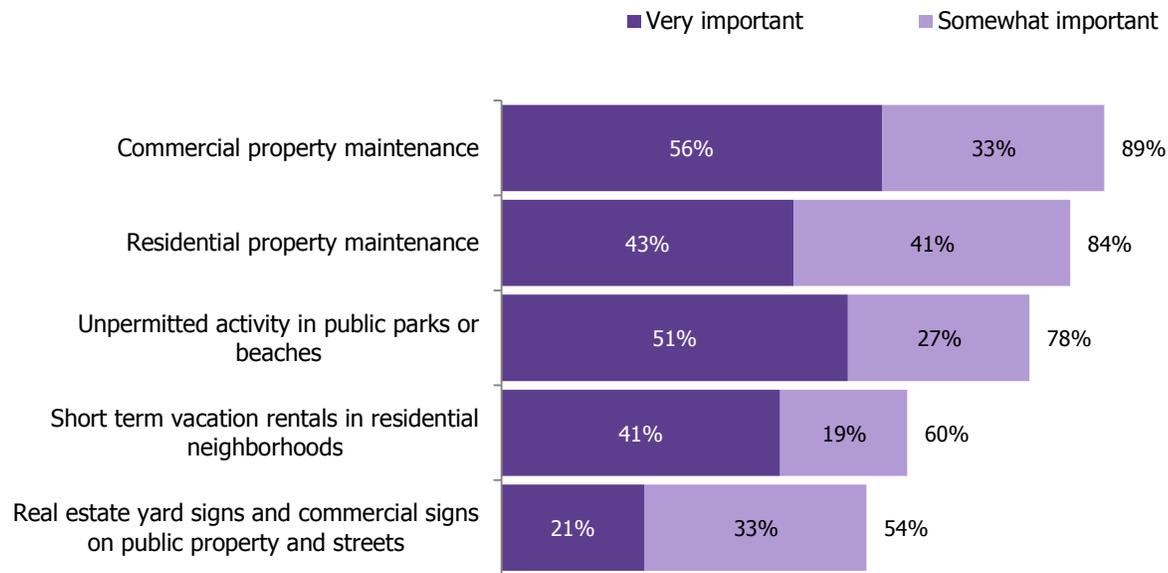
*In what way, if at all, should the City change the rules and laws for single family homes?*



The final special interest question asked respondents to rate the importance of the City to proactively enforce municipal code violations. At least a majority of residents felt each of the listed municipal code violations were at least somewhat important to proactively enforce. Almost all respondents thought it was very important or somewhat important to enforce commercial property maintenance and 8 in 10 felt that it was very important or somewhat important to enforce residential property maintenance and unpermitted activity in public parks or beaches. These percentages are different to those found in the *Technical Appendices* provided under separate cover, as the ratings seen here are only showing “Very important” and “Somewhat important” responses.

Figure 6: Municipal Code Violation Enforcement

*How important, if at all, is it for the City to proactively enforce the following municipal code violations:*



Showing only “Very important” or “Somewhat important” responses

# Conclusions

## **Coronado residents continue to enjoy an exceptional quality of life.**

Almost all residents rate their overall quality of life as excellent or good and at least 9 in 10 would be likely to recommend Coronado as a place to live to someone who asks. Coronado's overall appearance and overall image along with the City as a place to live, as a place to raise children and neighborhoods as a place to live received high ratings by about 9 in 10 residents and were all higher than the national benchmark. Most of the aspects that aid in community livability were rated positively and remained stable from 2011 to 2014.

## **Residents feel safe in Coronado.**

Safety was an important feature of the community for residents and most residents want the City to continue to provide excellent safety services and amenities. Ninety-three percent of respondents feel safe overall, and almost all feel safe in their neighborhoods and in downtown/commercial areas, both higher ratings than in other communities. Residents rate safety services highly (two out of seven services were higher than the benchmark) and most participants were not a victim of a crime or did not report a crime. Almost all residents reported fire services as being excellent or good, a higher rating than the national benchmark.

## **The Economy is important to the community.**

Residents believe that the economy is an important community feature to focus on over the next two years. Participants felt very positive about the overall economic health of the community and also gave high ratings to vibrant downtown/commercial areas in Coronado, Coronado as a place to work and Coronado as a place to visit. However, residents conveyed a less positive outlook on the cost of living in the City, with less than one in five reporting their cost of living being excellent or good. Almost all residents purchased goods or services in the City.

## **Satisfaction with new single family home construction is mixed.**

Residents had mixed feelings on the construction of single family homes within Coronado. About 4 in 10 respondents indicated they were satisfied with new single family home construction, yet about one-third reported they were unsatisfied with how Coronado was handling the construction of single family homes. Similarly, about one-third of respondents were not content with rules and laws associated with single family homes, indicating they want to change the size of homes allowed in the City.