

The National Citizen Survey™

Coronado, CA

Trends over Time

2014

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 2014 ratings for the City of Coronado to its previous survey results in 2011. 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 eight percentage points between the 2011 and 2014 surveys, otherwise the comparison between 2011 and 2014 are noted as being “similar.” Additionally, benchmark comparisons 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 2014 generally remained stable. Of the 79 items for which comparisons were available, 63 items were rated similarly in 2011 and 2014, 12 items showed a decrease in ratings and four showed an increase in ratings. Notable trends over time included the following:

- Most of the General Community Characteristics in Coronado remained stable over time, however, ratings for Coronado as a place to retire decreased in 2014 when compared to 2011.
- Ratings of the facets within Community Characteristics varied between 2011 and 2014. Ratings increased between 2011 and 2014 in the area of Education and Enrichment (i.e., cultural/arts/music activities and childcare/preschool). However, business and services and new development in Coronado saw a decrease in ratings from 2011 to 2014.
- In the area of Governance, most aspects remained stable from 2011 to 2014. However, aspects of Mobility, including traffic enforcement, street lighting and sidewalk maintenance saw decreases between 2011 and 2014. Within the facets of Education and Enrichment, Recreation and Wellness and Community Engagement, ratings remained stable from 2011 to 2014.
- Most facets within the area of Participation remained stable. However, Participation ratings did see increases in those who thought the economy will have a positive impact on income and those who used Coronado recreation centers.

Table 1: Community Characteristics General

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

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2011	Comparison to benchmark	
		2011	2014		2011	2014
Safety	Overall feeling of safety	NA	93%	NA	NA	Higher
	Safe in neighborhood	99%	98%	Similar	Much higher	Similar
	Safe downtown/commercial area	99%	98%	Similar	Much higher	Higher
Mobility	Overall ease of travel	NA	80%	NA	NA	Similar
	Ease of walking	92%	95%	Similar	Much higher	Much higher
	Travel by bicycle	80%	82%	Similar	Much higher	Much higher
	Travel by public transportation	NA	55%	NA	NA	Similar
	Travel by car	51%	44%	Similar	Similar	Lower
	Public parking	NA	34%	NA	NA	Lower
	Traffic flow	34%	28%	Similar	Much lower	Lower
	Overall natural environment	90%	93%	Similar	Much higher	Higher
Natural Environment	Cleanliness	97%	93%	Similar	Much higher	Higher
	Air quality	84%	87%	Similar	Much higher	Higher
Built Environment	Overall built environment	NA	77%	NA	NA	Higher
	New development in Coronado	82%	62%	Lower	Much higher	Similar

The National Citizen Survey™

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2014 rating compared to 2011	Comparison to benchmark	
		2011	2014		2011	2014
	Affordable quality housing	NA	15%	NA	NA	Much lower
	Public places	NA	93%	NA	NA	Much higher
Economy	Overall economic health	NA	87%	NA	NA	Higher
	Vibrant downtown/commercial area	NA	68%	NA	NA	Higher
	Business and services	79%	69%	Lower	Much higher	Similar
	Cost of living	NA	19%	NA	NA	Lower
	Shopping opportunities	46%	48%	Similar	Similar	Similar
	Place to visit	NA	96%	NA	NA	Much higher
	Place to work	67%	71%	Similar	Much higher	Higher
	Health and wellness	NA	87%	NA	NA	Higher
Recreation and Wellness	Mental health care	NA	55%	NA	NA	Similar
	Health care	67%	68%	Similar	Much higher	Similar
	Recreational opportunities	94%	90%	Similar	Much higher	Much higher
	Fitness opportunities	NA	88%	NA	NA	Higher
	Cultural/arts/music activities	67%	76%	Higher	Much higher	Higher
Education and Enrichment	Adult education	NA	79%	NA	NA	Similar
	K-12 education	93%	89%	Similar	Much higher	Higher
	Child care/preschool	43%	57%	Higher	Higher	Similar
	Social events and activities	86%	84%	Similar	Much higher	Higher
Community Engagement	Neighborliness	NA	71%	NA	NA	Similar
	Openness and acceptance	64%	60%	Similar	Higher	Similar
	Opportunities to participate in community matters	78%	78%	Similar	Much higher	Higher
	Opportunities to volunteer	82%	82%	Similar	Much higher	Similar

Table 3: Governance General

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

Table 4: Governance by Facet

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

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2011	Comparison to benchmark	
	2011	2014		2011	2014
Sense of community	93%	82%	Lower	Much higher	Higher
Recommend Coronado	92%	94%	Similar	Much higher	Similar
Remain in Coronado	81%	87%	Similar	Higher	Similar
Contacted Coronado employees	45%	44%	Similar	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2011	Comparison to benchmark	
		2011	2014		2011	2014
Safety	Stocked supplies for an emergency	NA	33%	NA	NA	Similar
	Did NOT report a crime	NA	76%	NA	NA	Similar
	Was NOT the victim of a crime	88%	86%	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	32%	NA	NA	Similar
	Carpooled instead of driving alone	NA	45%	NA	NA	Similar
	Walked or biked instead of driving	NA	91%	NA	NA	Much higher
Natural Environment	Conserved water	NA	90%	NA	NA	Similar
	Made home more energy efficient	NA	73%	NA	NA	Similar
	Recycled at home	92%	98%	Similar	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	60%	NA	NA	Similar
	NOT under housing cost stress	73%	68%	Similar	Much higher	Similar
Economy	Purchased goods or services in Coronado	NA	96%	NA	NA	Similar
	Economy will have positive impact on income	15%	31%	Higher	Similar	Similar
	Work in Coronado	NA	32%	NA	NA	Lower
Recreation and Wellness	Used Coronado recreation centers	58%	75%	Higher	Similar	Higher
	Visited a City park	96%	94%	Similar	Much higher	Similar
	Ate 5 portions of fruits and vegetables	NA	91%	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	94%	NA	NA	Similar
	In very good to excellent health	NA	79%	NA	NA	Similar

The National Citizen Survey™

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2014 rating compared to 2011	Comparison to benchmark	
		2011	2014		2011	2014
Education and Enrichment	Used Coronado public libraries	81%	78%	Similar	Much higher	Similar
	Participated in religious or spiritual activities	56%	45%	Lower	Similar	Similar
	Attended a City-sponsored event	NA	73%	NA	NA	Much higher
Community Engagement	Campaigned for an issue, cause or candidate	NA	29%	NA	NA	Similar
	Contacted Coronado elected officials	NA	24%	NA	NA	Similar
	Volunteered	47%	50%	Similar	Similar	Similar
	Participated in a club	44%	44%	Similar	Much higher	Higher
	Talked to or visited with neighbors	NA	95%	NA	NA	Similar
	Done a favor for a neighbor	NA	90%	NA	NA	Similar
	Attended a local public meeting	32%	28%	Similar	Higher	Similar
	Watched a local public meeting	28%	24%	Similar	Much lower	Lower
	Read or watched local news	NA	86%	NA	NA	Similar
	Voted in local elections	85%	81%	Similar	Much higher	Similar