



CITY OF SANTA FE
CONSTITUENT AND COUNCIL SERVICES

GOVERNMENT REIMAGINED *Survey Results*

www.santafenm.gov
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Council Liaison

ABOUT THE SURVEY

Who

The Government Reimagined Survey was conducted by the City of Santa Fe Constituent and Council Services Department with input from all City Departments, the City Manager, and the Mayor.

Why

With COVID-19 devastating the local economy, Santa Fe, whose budget largely depends on Gross Receipts Tax, is facing a financial crisis. In response, the City must make some difficult and unprecedented decisions in order to keep the lights on. The solution to this problem is not so simple as making cuts; Santa Fe needs to completely reimagine City Government – its role, function, priorities, and structure.

Before undertaking such an important task, City leaders wanted to get feedback from the residents of Santa Fe. This was not intended to be a decision-making tool, but rather one piece of information out of many that City leaders can draw on to inform their decisions.





What

The City put out a simple online survey asking people what is important to them - what services, facilities, or functions do they deem essential as officials rework what city government looks like in the coming months and years.

When

The English version of the survey was live from May 19th to May 25, 2020. The Spanish version was live from May 21 to May 27, 2020.

How

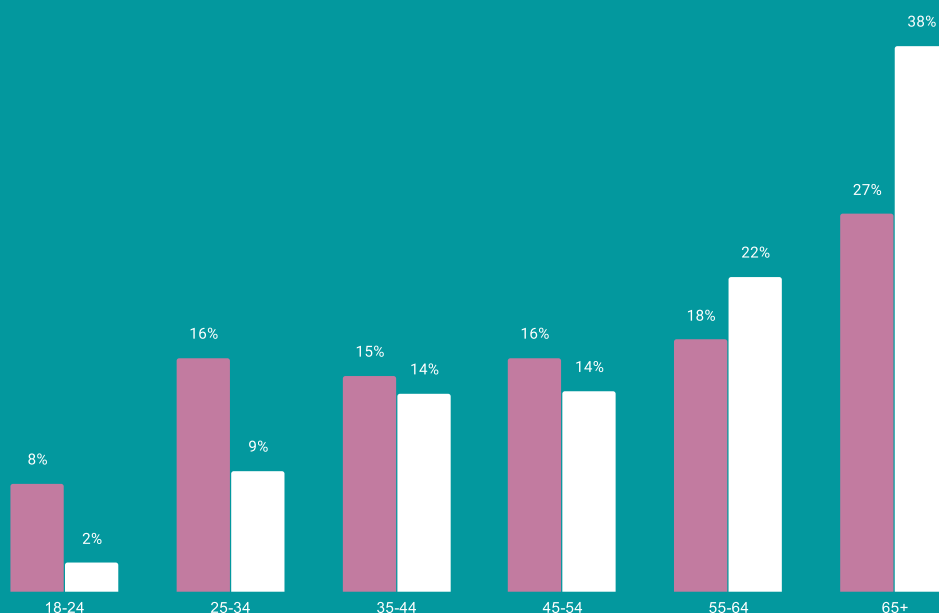
The survey was made available online for anyone who wished to take it. Participants were not randomly selected; this was a convenience sample and subject to selection bias. Each person could only take the survey one time per device. The City advertised the survey on social media, through email distributions, and on the City website. We also asked community partners, such as local newspapers to promote the survey.

Limitations

This was the first time the City of Santa Fe has attempted to gather opinions and feedback from the community at this scale. While it is deemed a huge success with over 5,500 responses, there are several limitations of the survey and the conclusions that can be drawn from the results. Given the time and financial constraints, the survey was not drawn from a random sample of the population; therefore, it is not representative of the actual population of Santa Fe. As discussed later in this report, younger age groups and the hispanic population are extremely underrepresented in this sample.

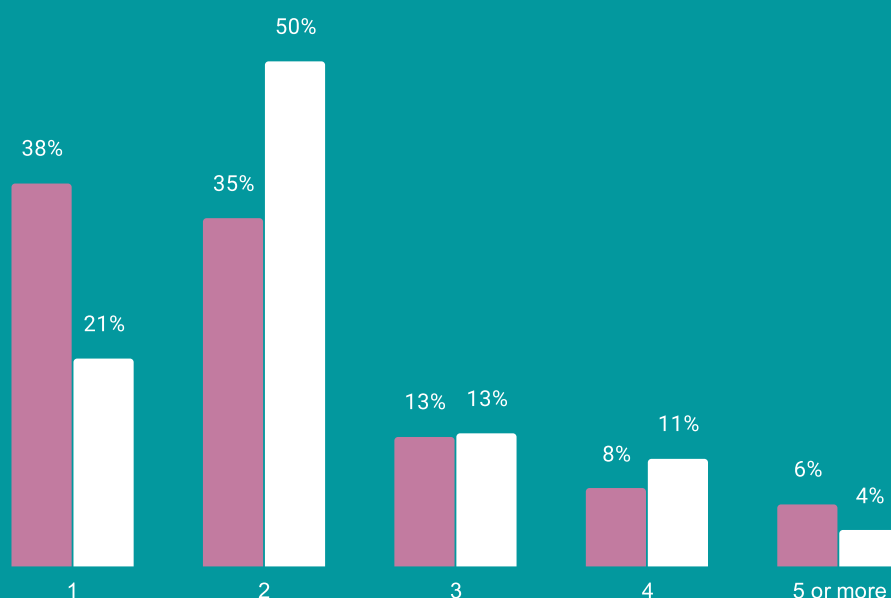
WHO ANSWERED

Census
Survey



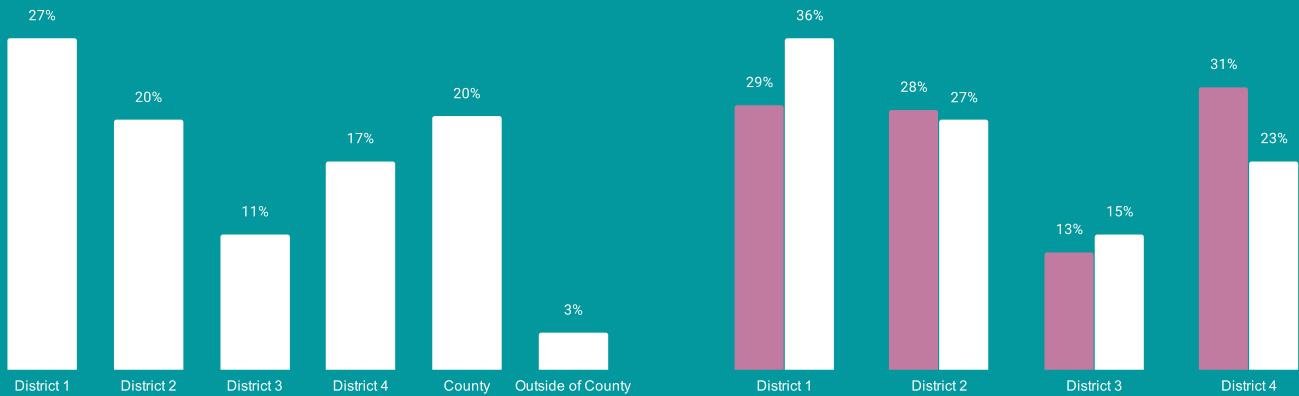
Age

Populations over 55 years of age represented 60% of survey respondents. Younger populations, especially ages 18-34, were underrepresented relative to the most recently available population data.



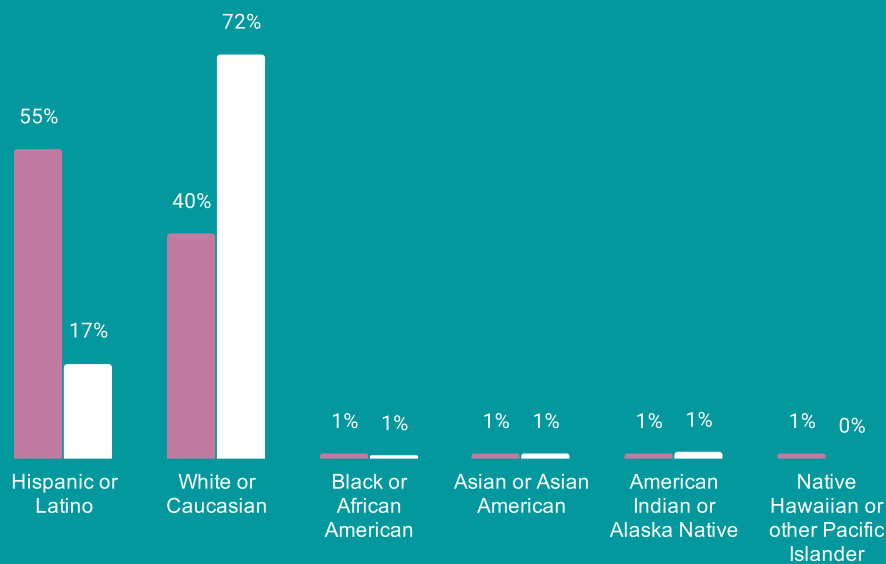
Household Size

People living in two-person households were overrepresented in the survey. Single-person households were drastically underrepresented.



District

23% of all respondents do not live in the City of Santa Fe. Of those that do live in the city, Districts 1 and 2 had the most responses; however, Districts 1 and 3 are actually overrepresented compared to their populations recorded in the most recently available Census data. Districts 2 is only slightly underrepresented, while District 4 is drastically underrepresented.



Ethnicity

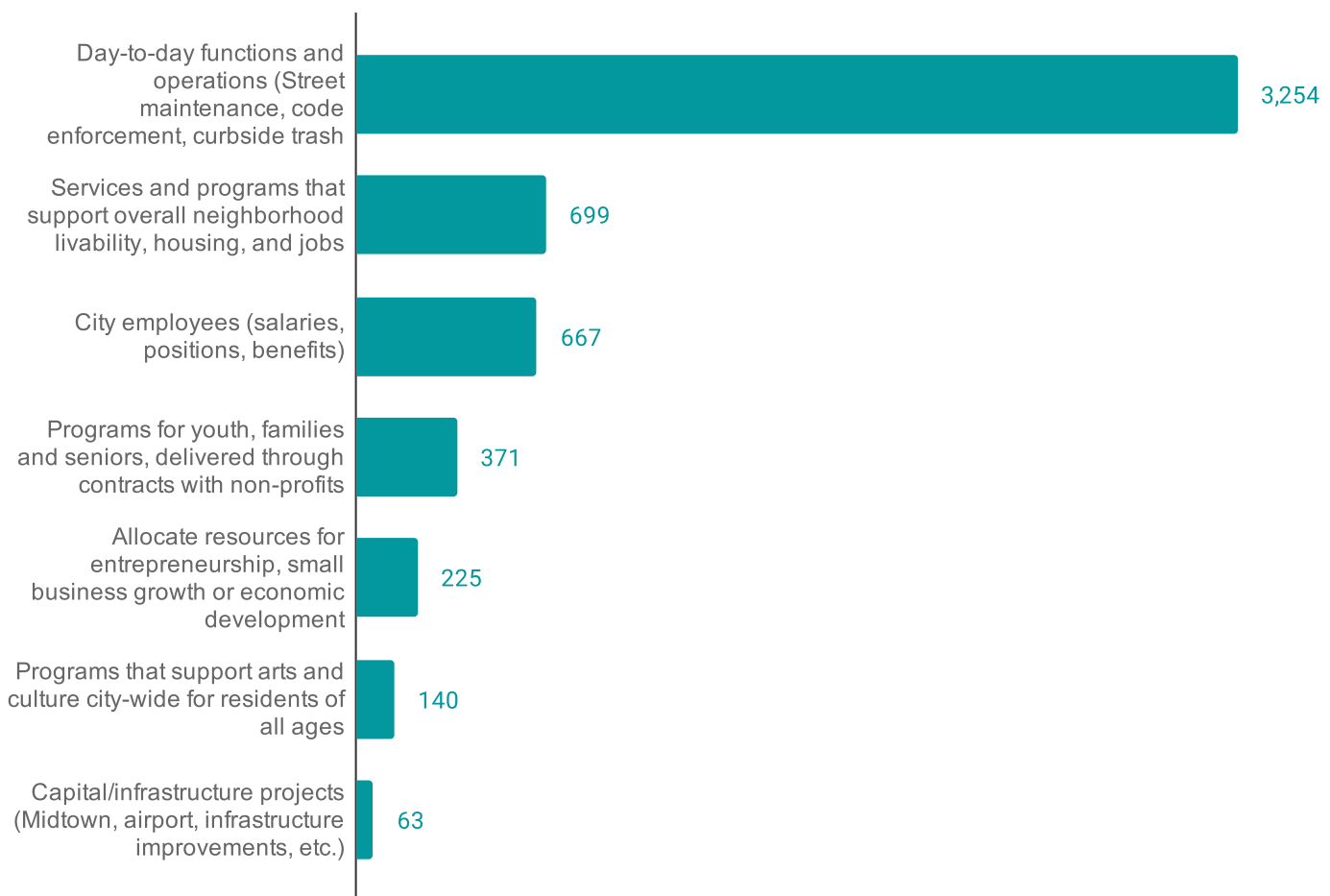
It is strikingly clear that more white residents responded than the underlying population would suggest. Our majority Hispanic population (55%) only accounted for 17% of survey respondents. Other minority ethnicities responded very close to their population share.

RESULTS

The following show the survey results as a whole. If you would like to explore the data by age groups, ethnicities, districts, or household size, please visit the [results dashboard](#) or visit santafenm.gov.

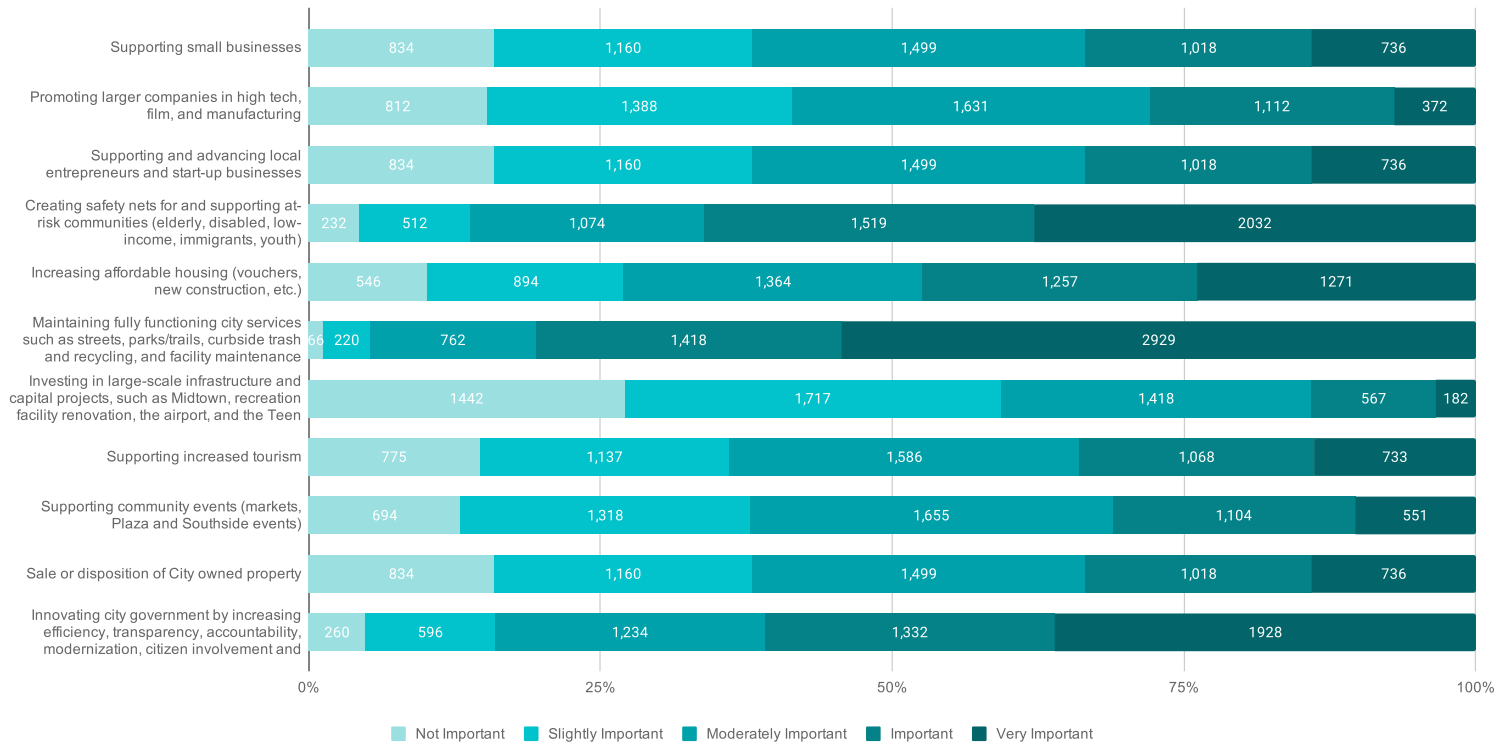
Overall Priorities

What should be the highest priority of the City when allocating scarce resources?



Nearly **60%** of respondents chose day-to-day operations as the City's top priority. A distant 2nd place was focusing on livability, housing, and jobs.

What should the City prioritize when planning and allocating resources for economic recovery?



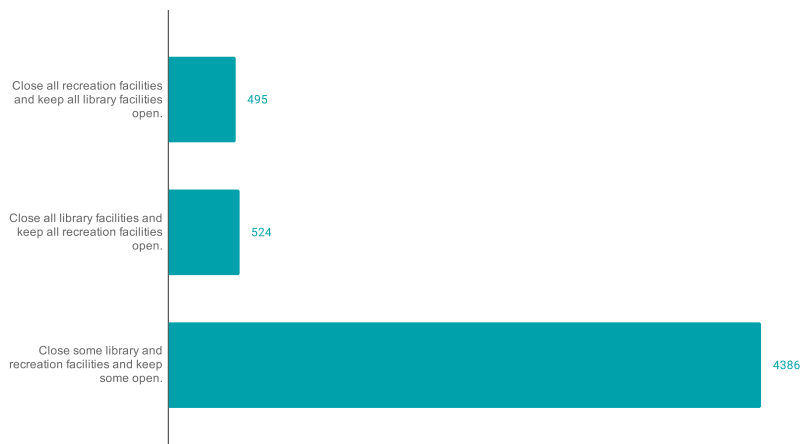
Most Important (responded "important" or "very important")

- Maintaining basic city services: **79%**
- Creating safety nets for at-risk populations: **65%**
- Innovating city government: **59%**

Least Important (responded "not important" or "slightly important")

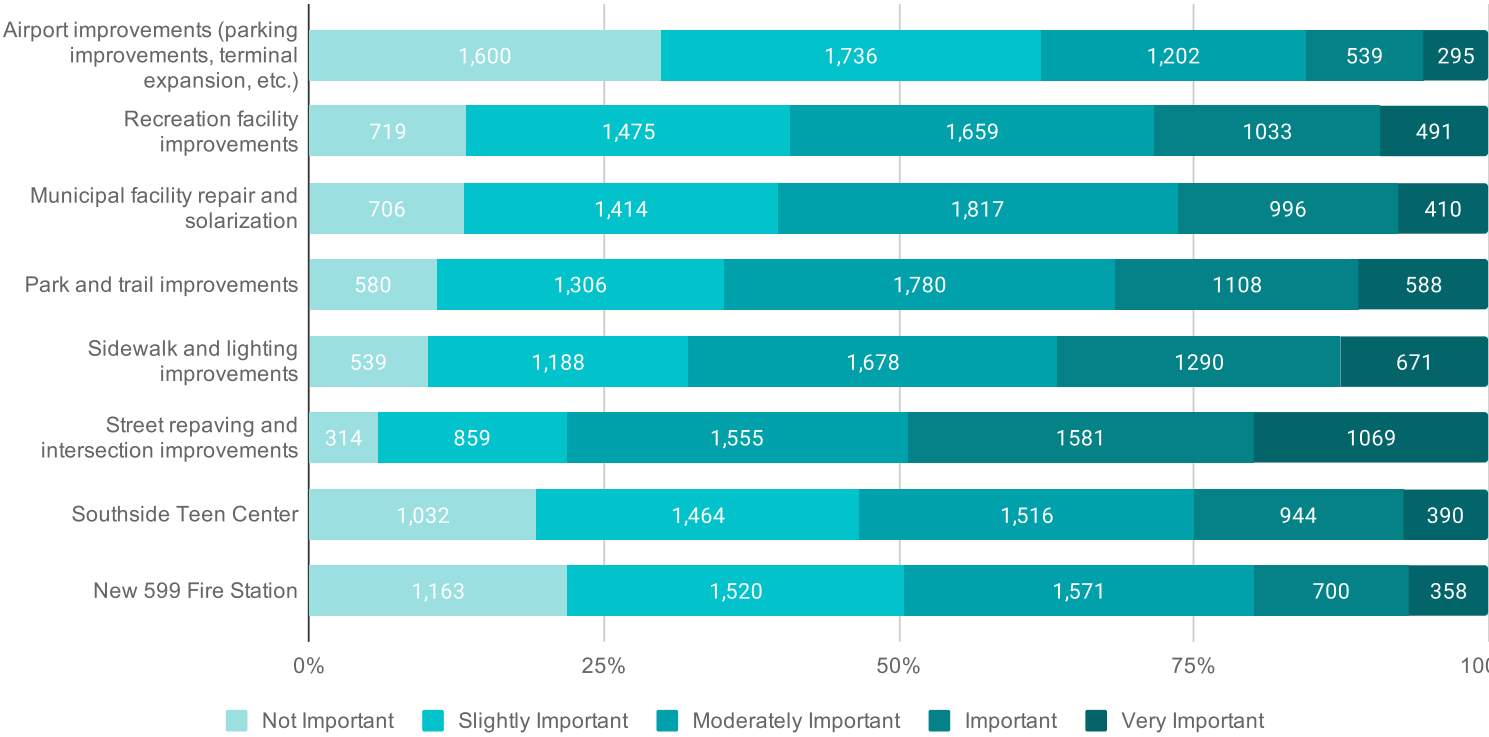
- Investing in large-scale capital projects: **57%**
- Promoting larger companies: **40%**
- Supporting community events: **36%**

If we had to scale back community facilities, which option would you most prefer?



A large majority of respondents prefer a blended approach to facility closures.

How important do you think the following capital/infrastructure improvement projects are?



Generally, capital improvement projects were rated at moderate importance.

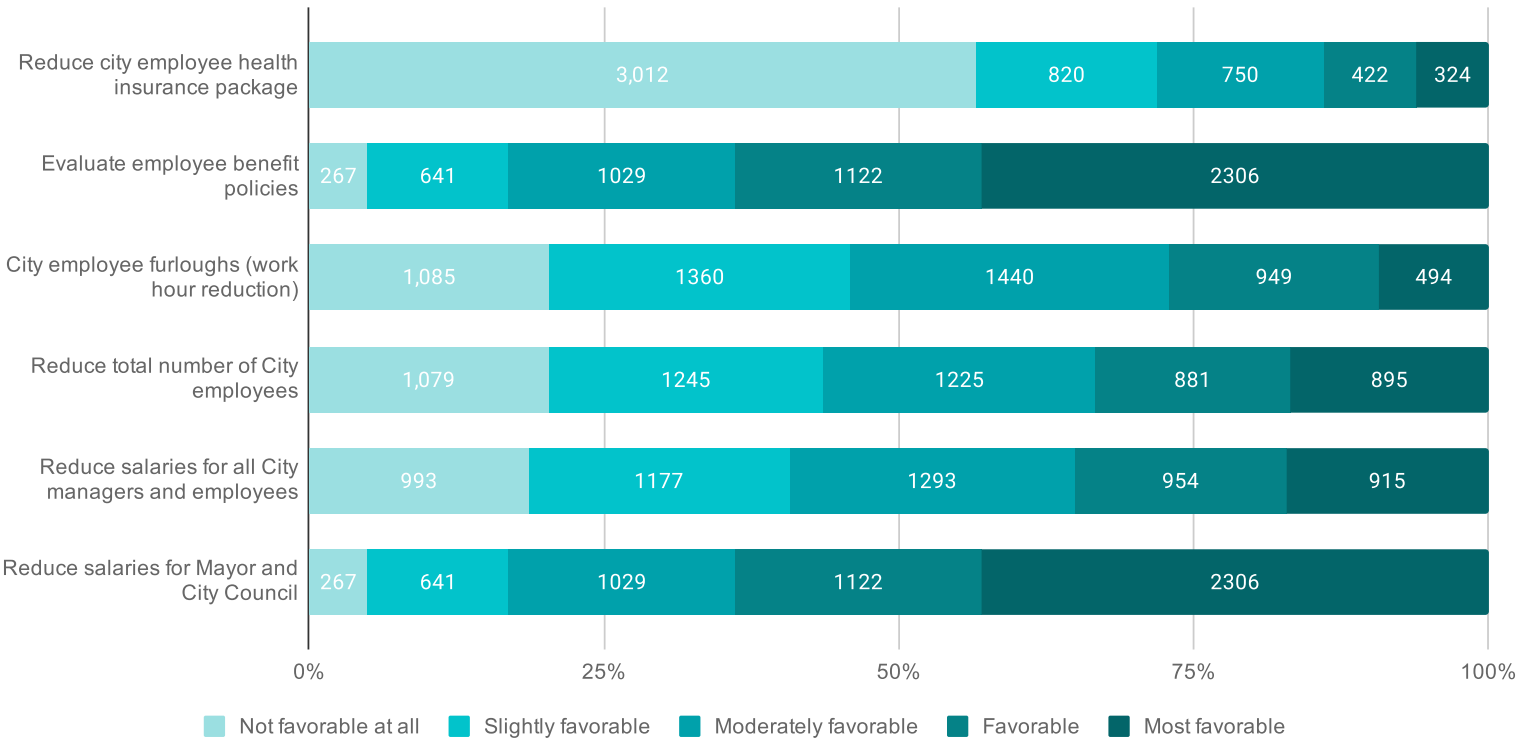
Most Important (responded "important" or "very important")

- Street and intersection improvements: **48%**

Least Important (responded "not important" or "slightly important")

- Airport improvements: **61%**
- 599 Fire Station: **49%**
- Southside Teen Center: **45%**

How favorably do you view the following city employee-related cost savings measures?



People generally did not favor employee-related cost savings measures.

Most Favored (responded "favorable" or "most favorable")

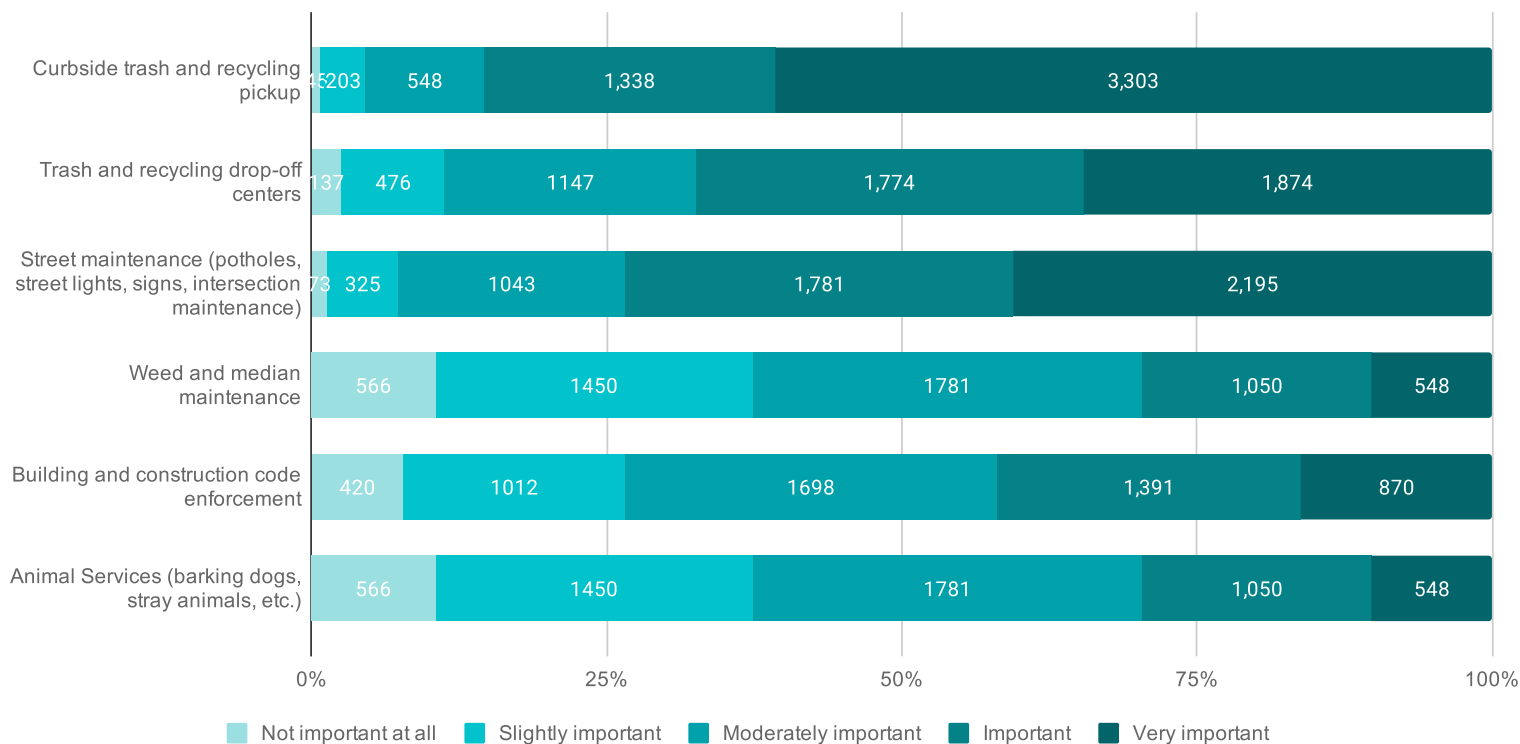
- Reduce salaries for Mayor and City Council: **62%**
- Evaluate employee benefit policies: **62%**

Least favored (responded "slightly favorable" or "not favorable at all")

- Reduce health insurance package: **70%** (56% responded "not favorable at all")

City Services

General City Maintenance



Overall, respondents believe that general city maintenance is moderately important to important.

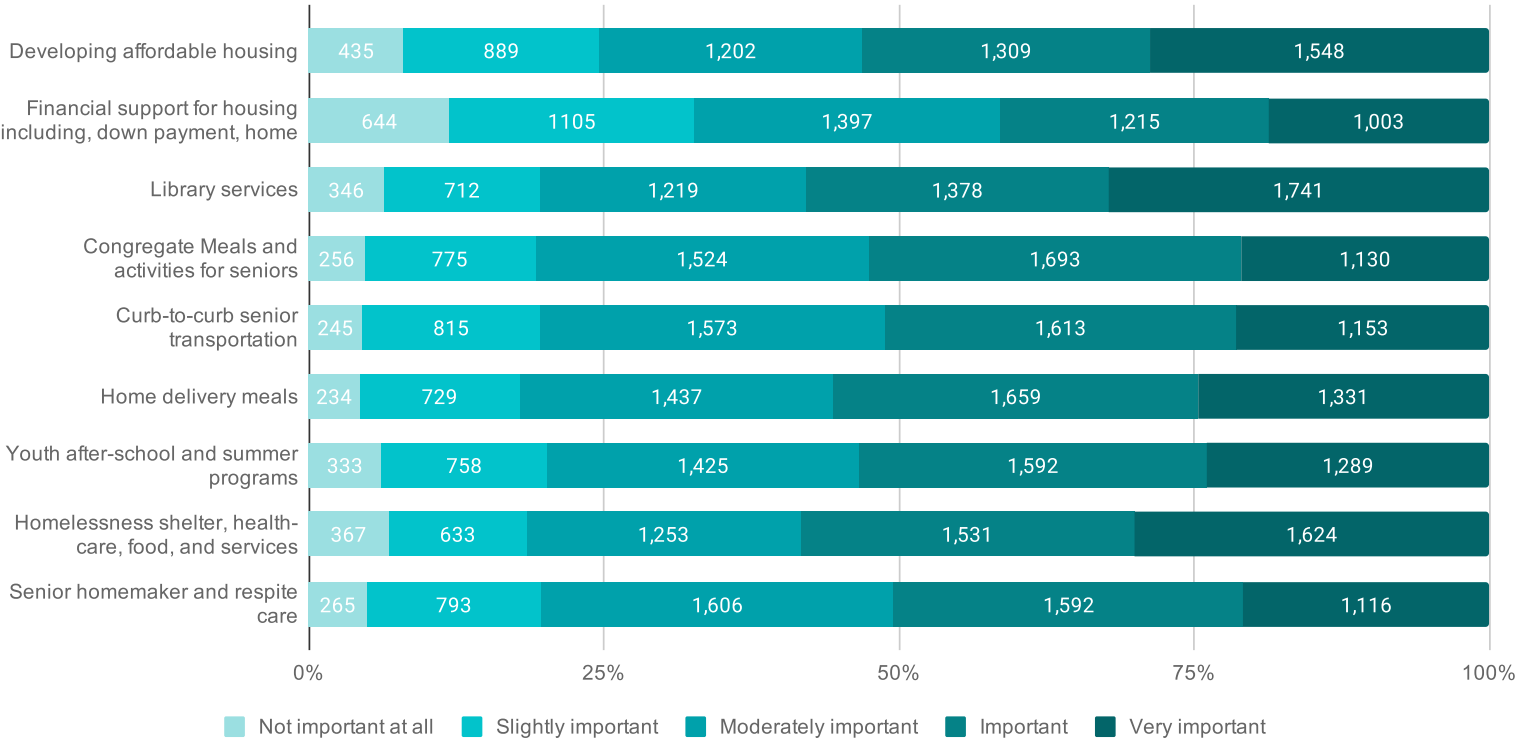
Most Important (responded "important" or "very important")

- Curbside trash and recycling: **85%** (4.9% "slightly important" or "not "important")
- Street maintenance: **73%**
- Trash and recycling drop-off centers: **66%**

Least Important (responded "not important" or "slightly important")

- Animal Services: **37%**
- Weed and medians: **37%**

Community Services



Overall, respondents believe that Community Services is moderately important to important. Most services in this category scored very closely to one another.

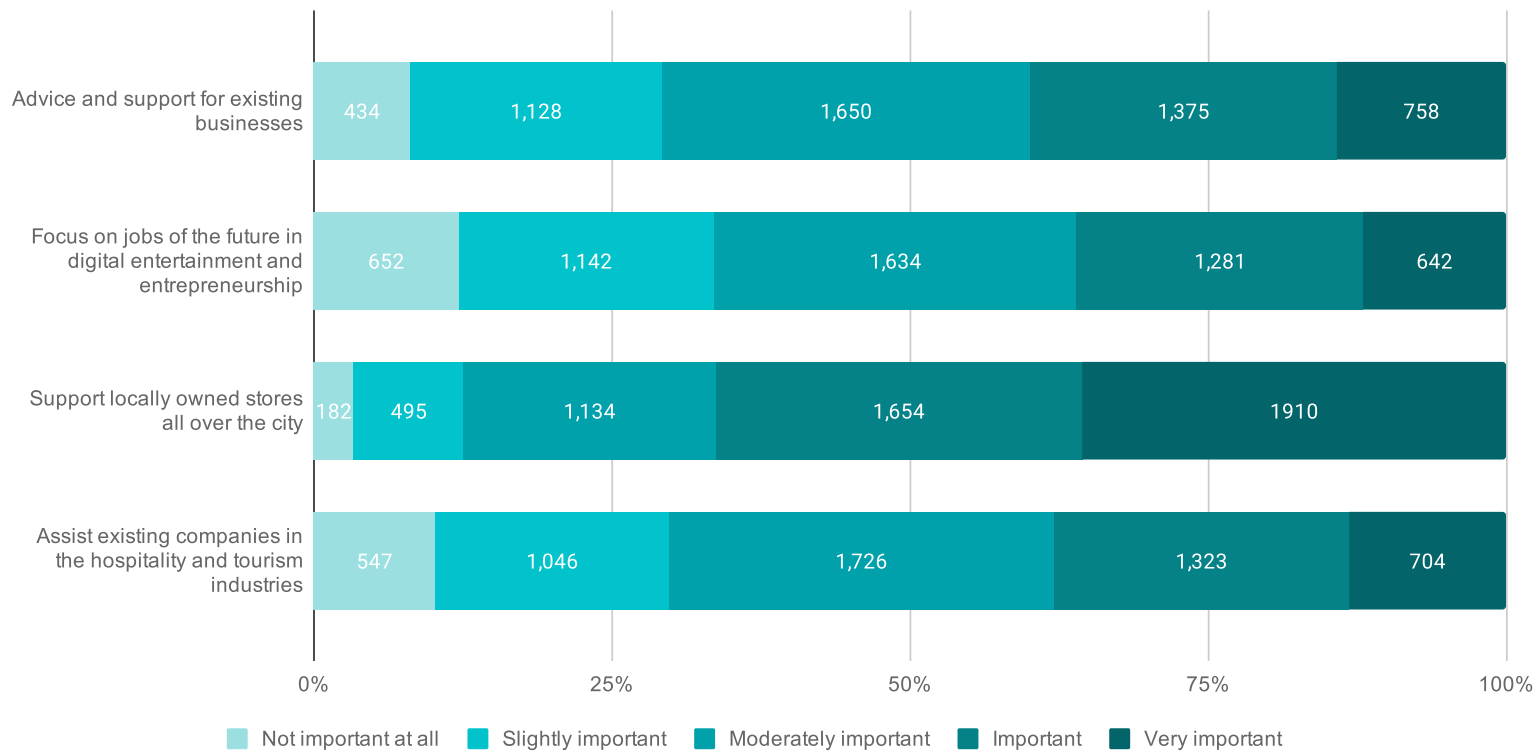
Most Important (responded "important" or "very important")

- Library Services: **57%**
- Homelessness Services: **56%**

Least Important (responded "not important" or "slightly important")

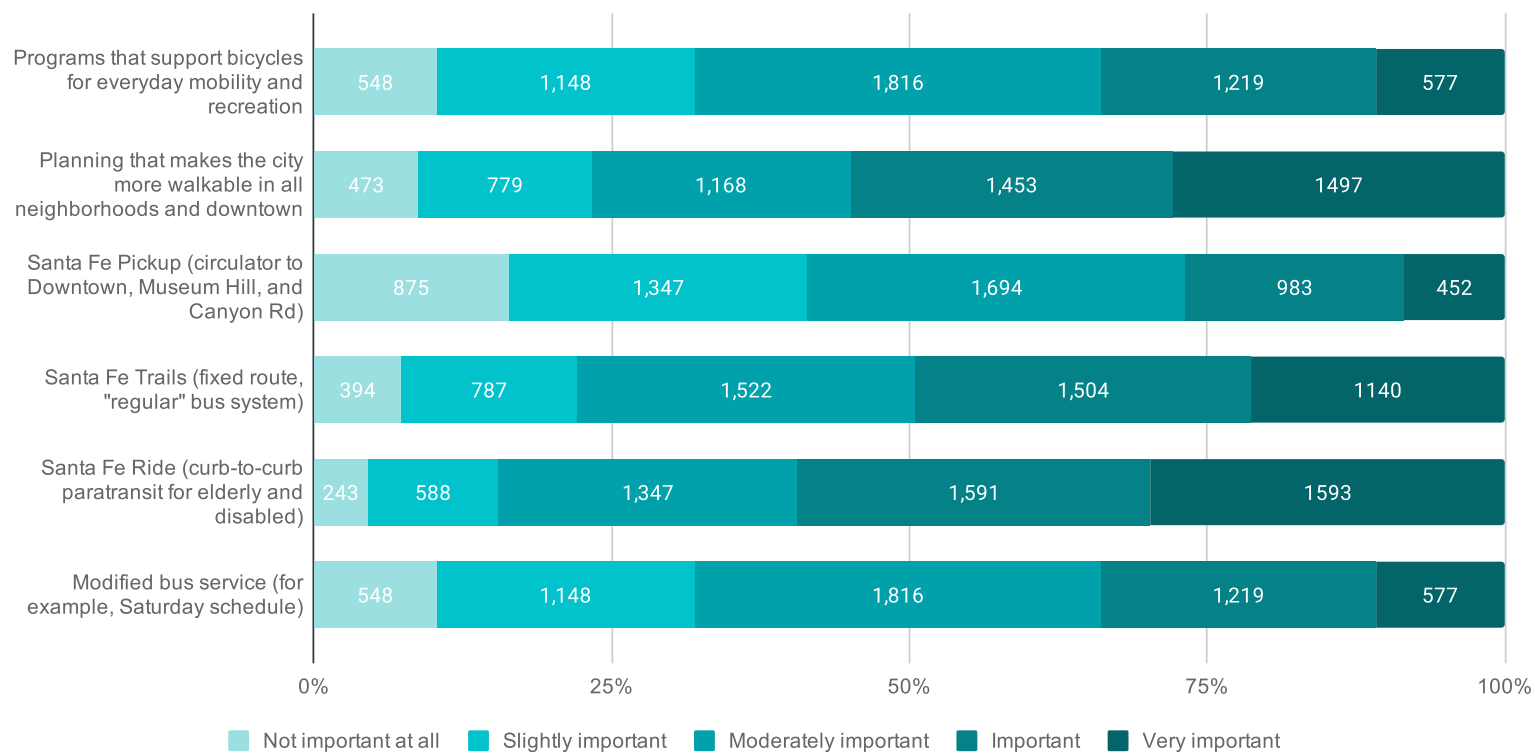
- Financial support for housing: **32%**

Economic Development



Supporting locally owned stores was clearly the most important issue in the Economic Development category with 65% saying it was "important" or "very important". The other issues were generally seen as "moderately important".

Transit and Alternative Mobility



Transit and Alternative Mobility was generally seen as moderately important to important.

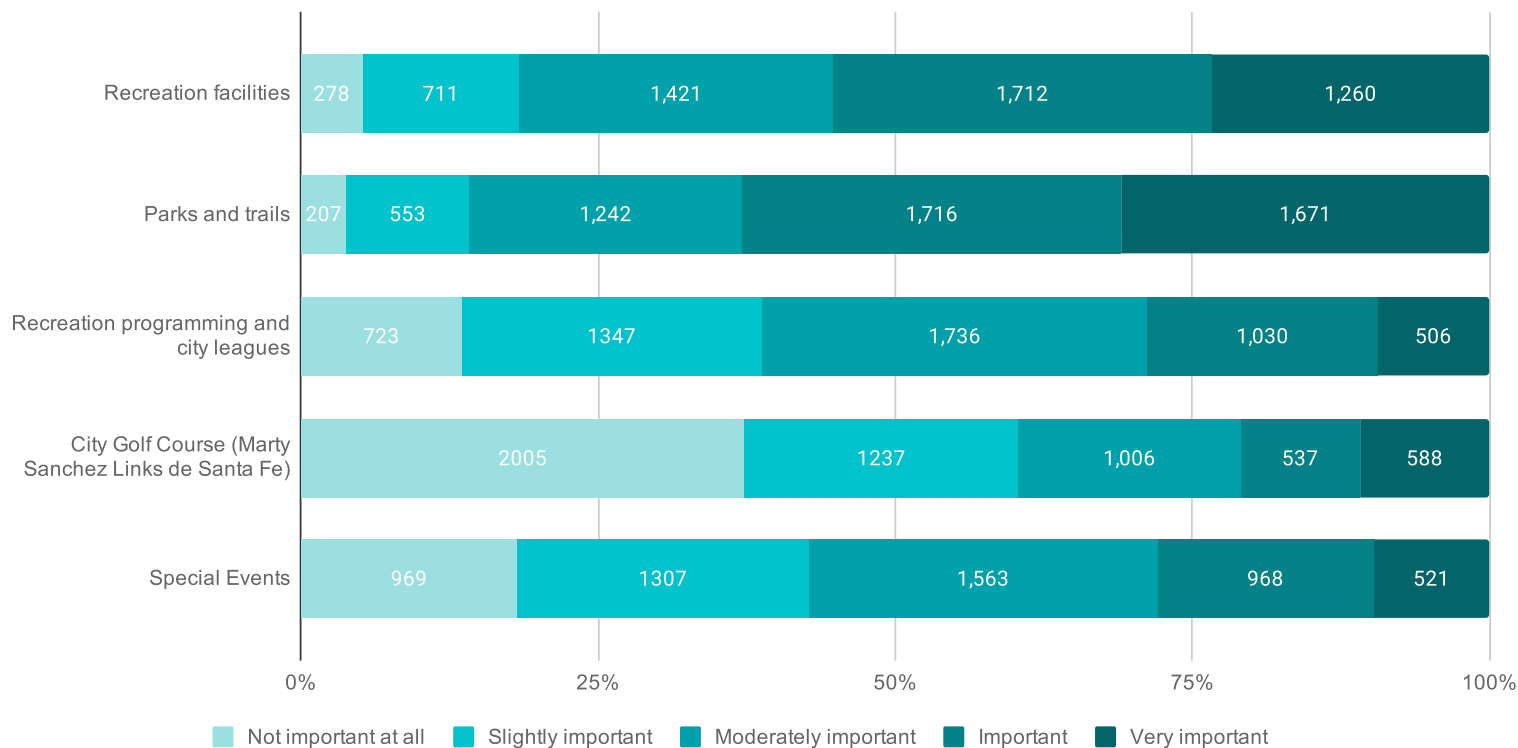
Most Important (responded "important" or "very important")

- Santa Fe Ride: **58%**
- Walkability: **54%**

Least Important (responded "not important" or "slightly important")

- Santa Fe Pickup: **40%**
- Modified Bus Service: **31%**
- Bikeability: **31%**

Parks and Recreation



Overall, respondents believe that parks and recreation services are moderately important.

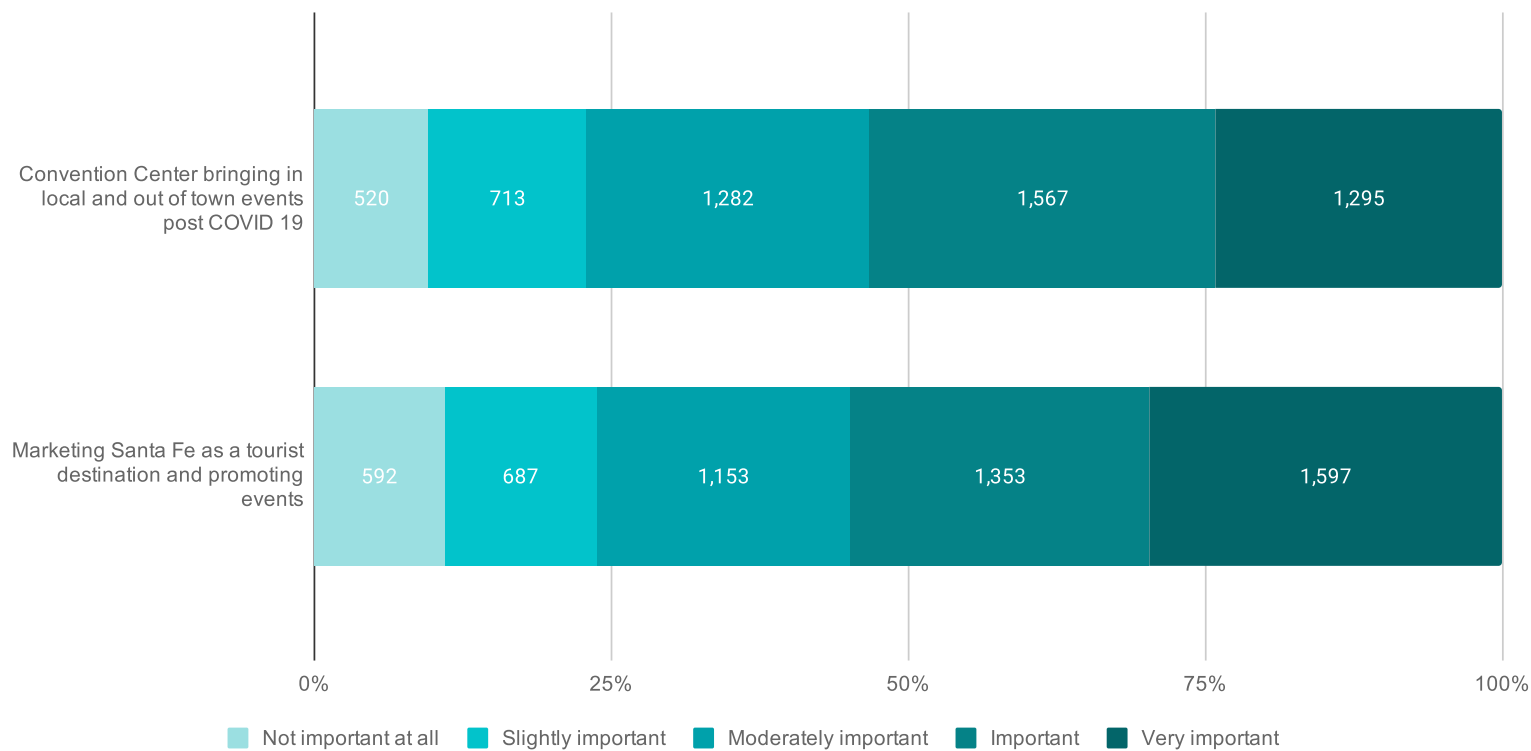
Most Important (responded "important" or "very important")

- Parks and trails: **61%**
- Recreation facilities: **54%**

Least Important (responded "not important" or "slightly important")

- City golf course: **59%**

Tourism



Overall, respondents believe that tourism is important.

Most Important (responded "important" or "very important")

- Convention Center: **52%**
- Marketing Santa Fe: **55%**

Arts and Culture



Overall, respondents believe that arts and culture services are moderately important to important.

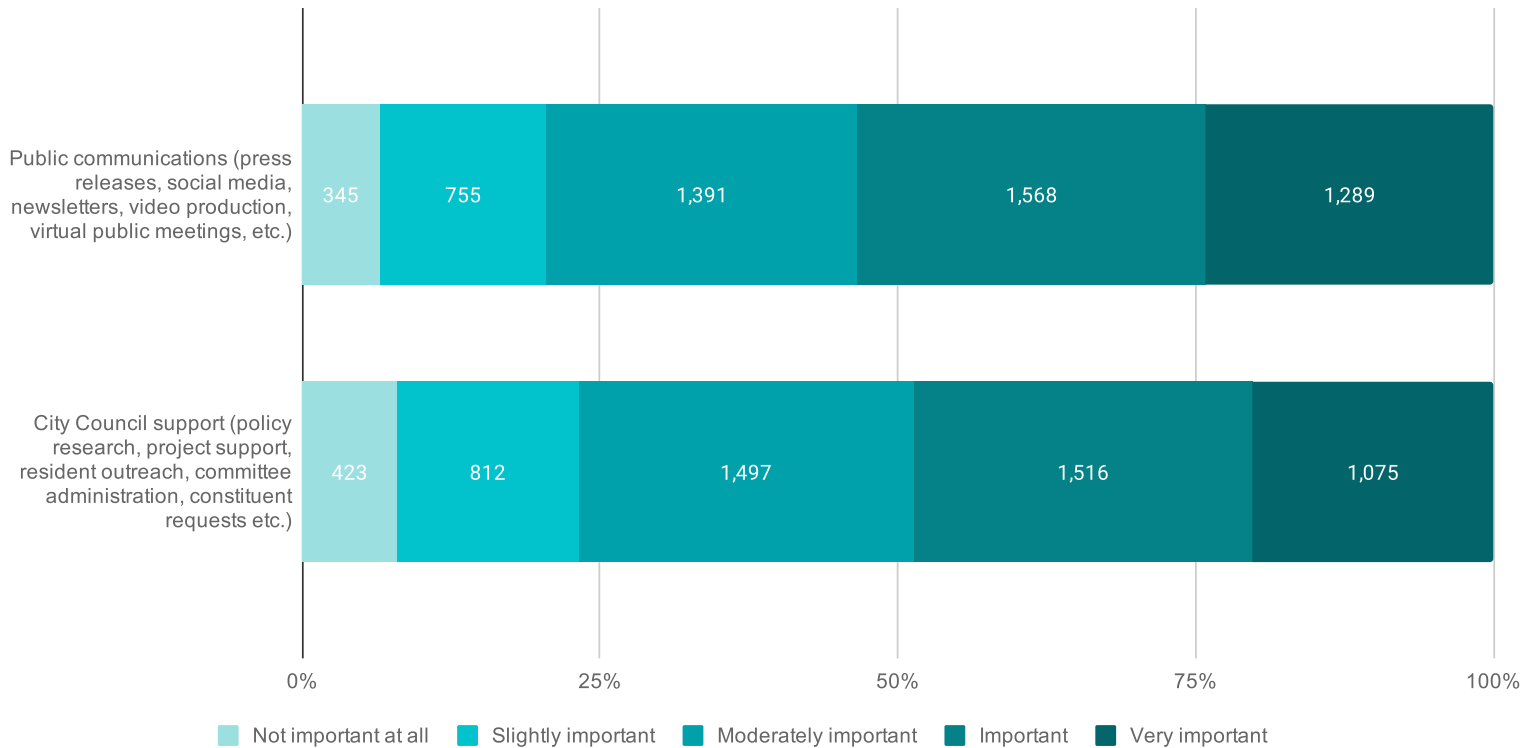
Most Important (responded "important" or "very important")

- Arts and Culture Events: **55%**

Least Important (responded "not important" or "slightly important")

- Culture Connects: **36%**

Public Engagement



Overall, respondents believe that public engagement is moderately important to important.

Most Important (responded "important" or "very important")

- Public Communications: **52%**
- City Council support: **47%**

LOOKING FORWARD

The City of Santa Fe will need to reinvent how we do business and where we focus our priorities after COVID-19 and moving forward. We need to continue to be responsible and responsive to the needs of our community, while focusing on what all of our residents consider priority services.

We want to be a City that uses data to make decisions that benefit everyone, and we believe citizen surveys are an important way to engage and discuss. This is the first of many surveys the City will conduct to hear from those we serve.

There are certainly things we can do better next time. We need to work harder to reach our younger and hispanic residents. We are exploring ways to adapt our surveys to be more accessible for those who do not have access to the internet. We will continue to use demographic indicators to ensure we hear from all communities in Santa Fe and to measure our progress moving forward.

Santa Fe will emerge from this crisis a changed City, but a better one. Thank you, our engaged residents, for your help in making us a more transparent, efficeint, accessible, and modern City.

