



# Santa Fe, NM

## Key Findings 2016



**NRC**  
National Research Center Inc

The NCS is presented by NRC in collaboration with ICMA

**ICMA**

*Leaders at the Core of Better Communities*

# About The NCS

- Community Livability
  - Community Characteristics
  - Governance
  - Participation



# Facets of Community Livability

Safety

Mobility

Economy

Recreation  
and Wellness

Quality of  
Community  
Overall

Natural  
Environment

Built  
Environment

Education  
and  
Enrichment

Community  
Engagement

# The NCS & Santa Fe

- First administration of The NCS
- Scientific sample of 3,000 households
  - 629 returned mail surveys; 23% response rate
  - $\pm 4\%$  margin of error

Expanded  
sample

Open-ended  
question

Online option

Spanish

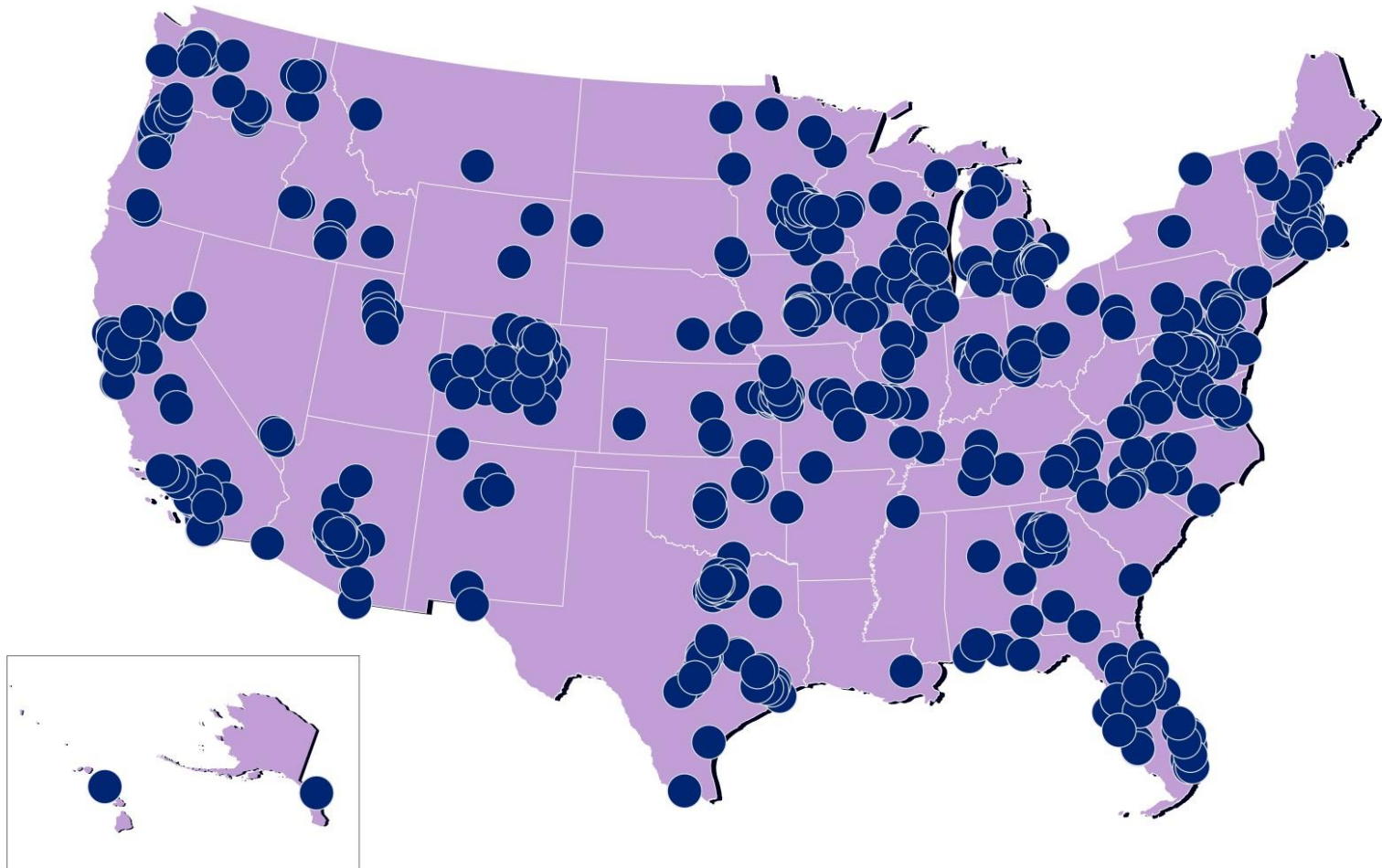
Geographic  
comparisons

Demographic  
comparisons

Custom  
benchmarks

Community-  
wide survey

# National Benchmark Comparisons



# 2017 National Benchmark Comparisons



25

received  
**higher**  
ratings

87

received **similar**  
ratings

48

received  
**lower**  
ratings

# 2017 Custom Benchmark Comparisons – Regional Peer Communities

**12**

received  
**higher**  
ratings

**87**

received **similar**  
ratings

**35**

received  
**lower**  
ratings

# Key Focus Areas

## Legend

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

★ Most important

**Safety**

**Natural  
Environment**

**Built  
Environment**

**Recreation  
and Wellness**

**Education  
and  
Enrichment**

**Mobility**

**Economy**

**Community  
Engagement**



**Santa Fe residents  
rate their quality of  
life positively**

# Quality of life



Overall quality of life



Place to live



Overall image



Overall appearance

7 in 10

excellent or good

# Resident loyalty



82%

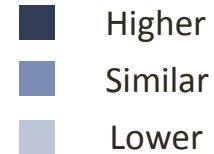
- Plan on remaining in Santa Fe for next five years

72%

- Recommend living in Santa Fe to others

**Economy is  
important to  
residents and a  
potential area of  
focus**

# Economy Ratings



90%

Place to visit

54%

Vibrant downtown/commercial area

48%

Businesses and services

Place to work

36%

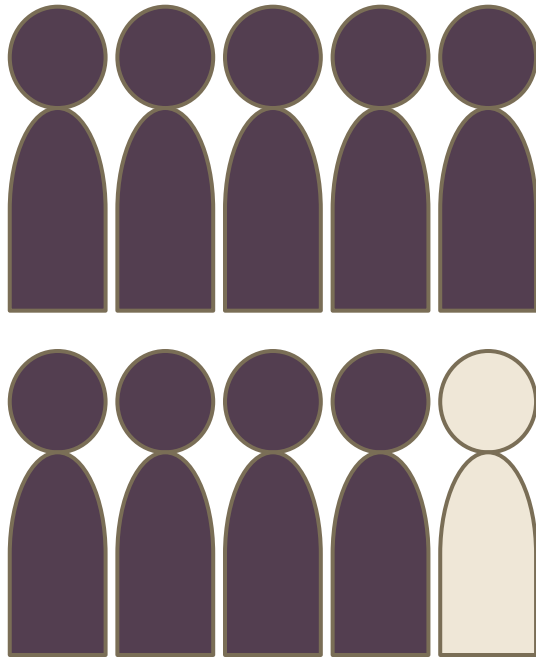
Overall economic health

24%

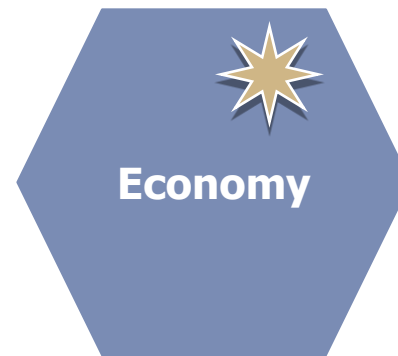
Employment opportunities

15%

# Economy as a priority

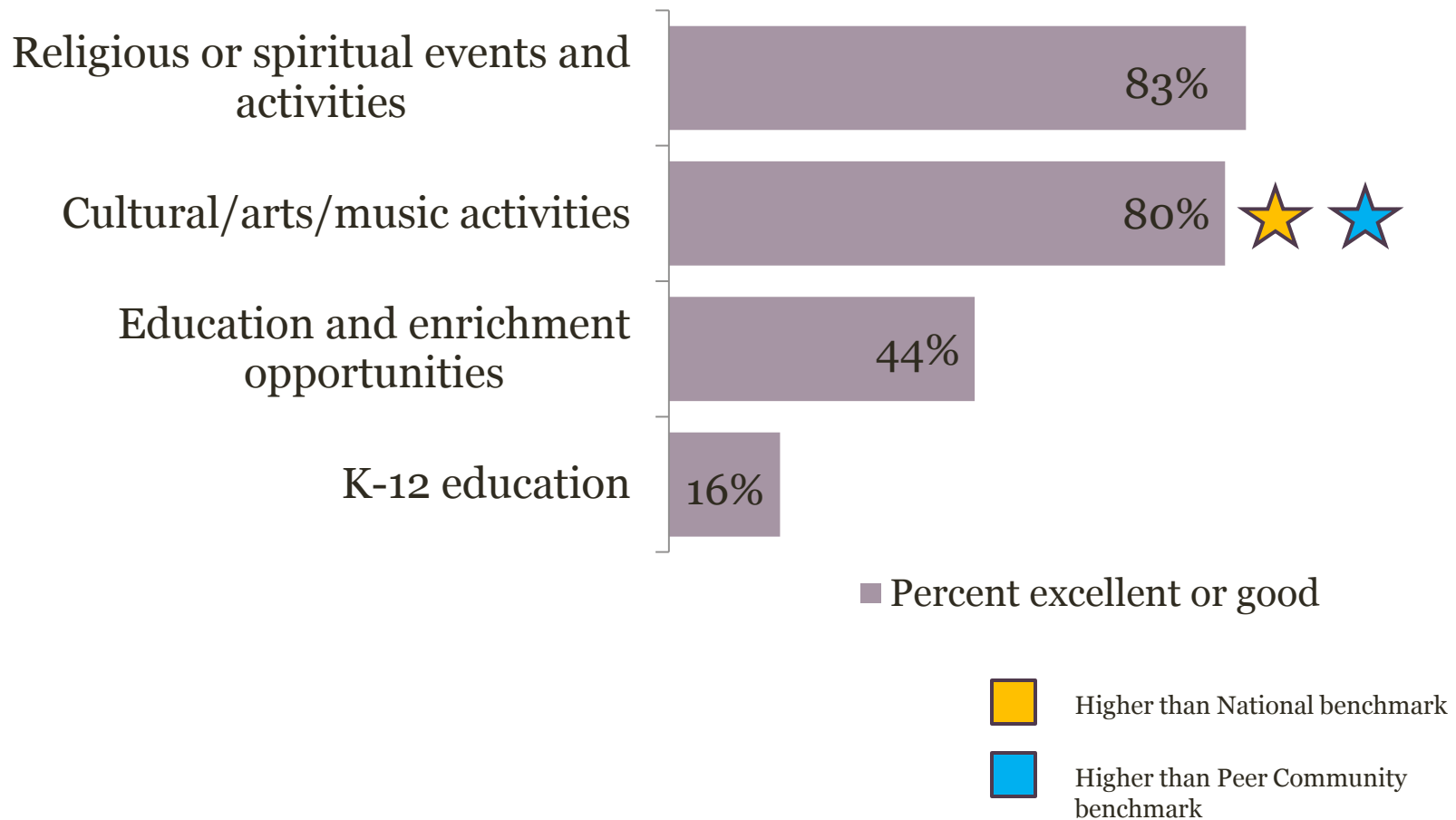


Economic development  
important for quality of life



# **Education and Enrichment is also a priority**

# Education and Enrichment Ratings





# Education is a priority

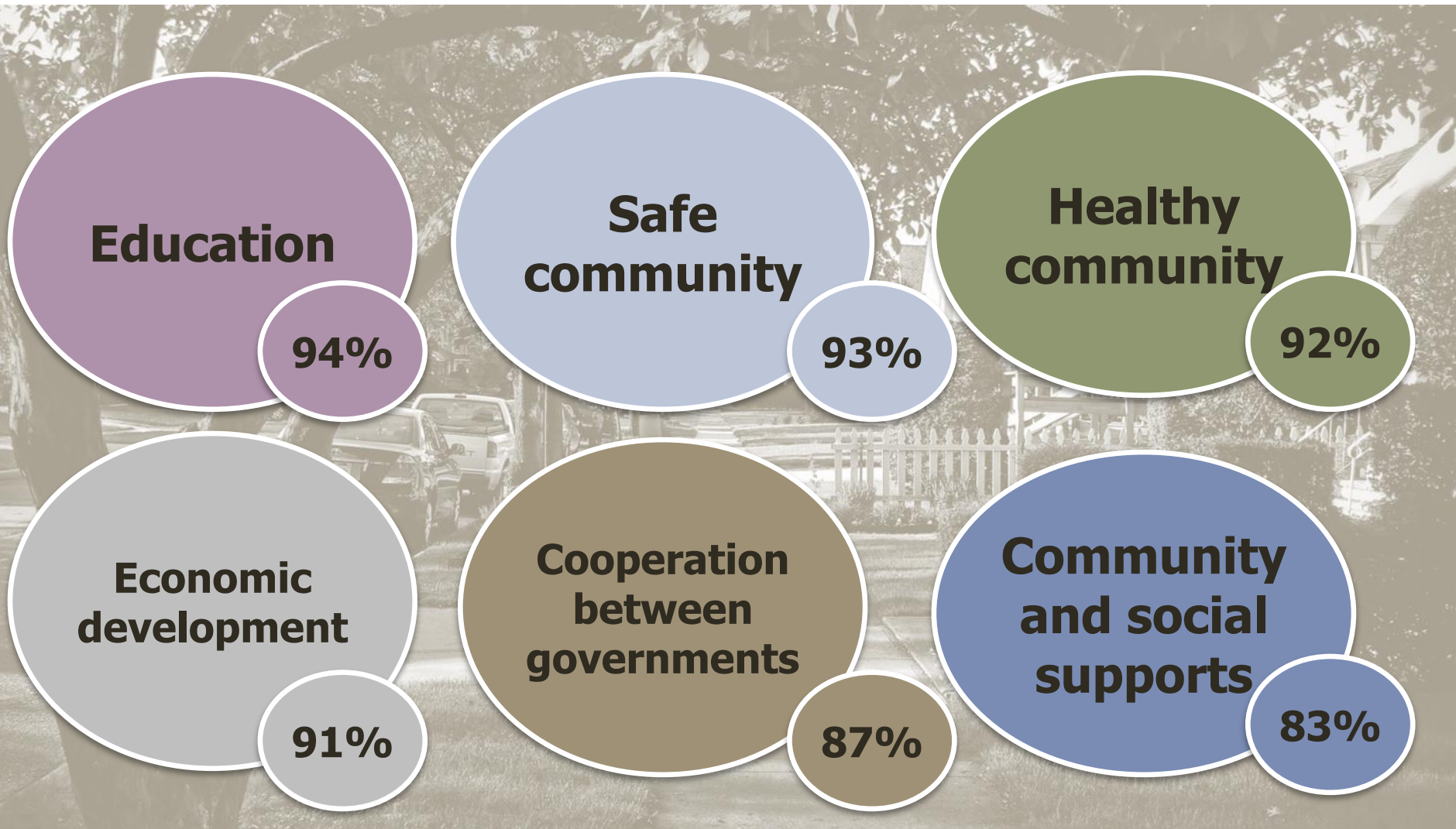
94%

*of residents think education is  
essential or very important to quality  
of life in Santa Fe*

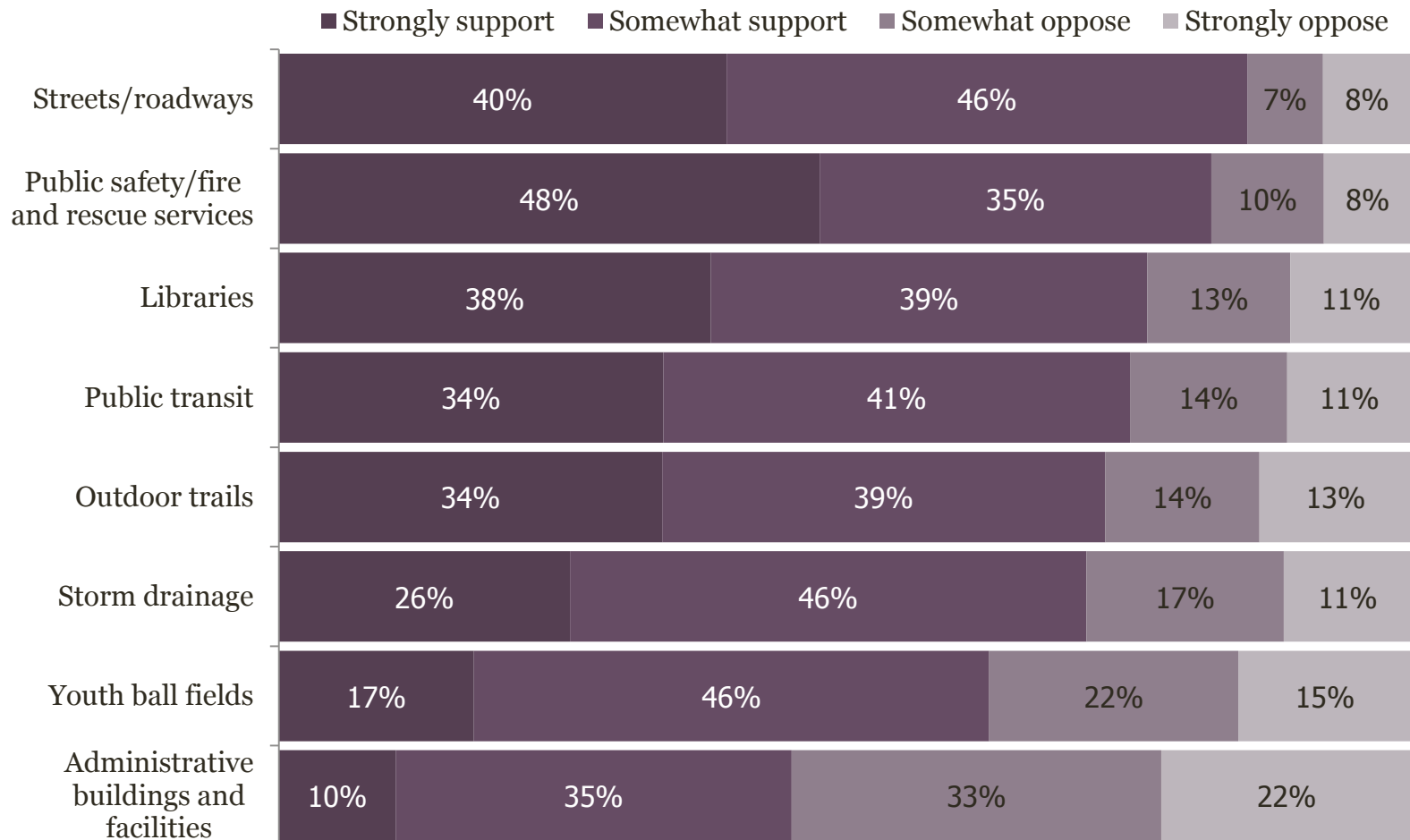


# Special Topics

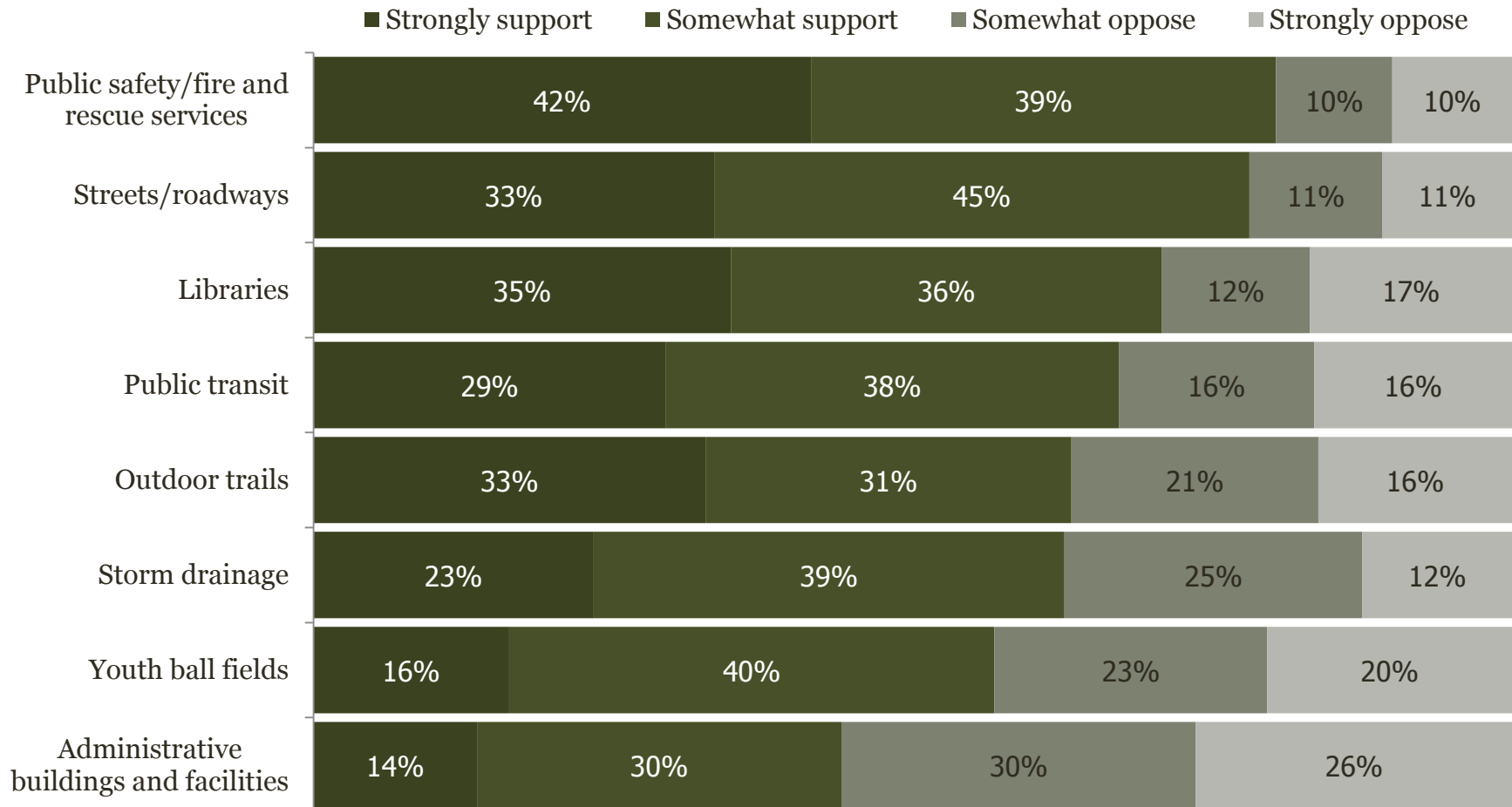
# Importance of Strategic Planning Areas



# Support for Gross Receipts Tax Increases

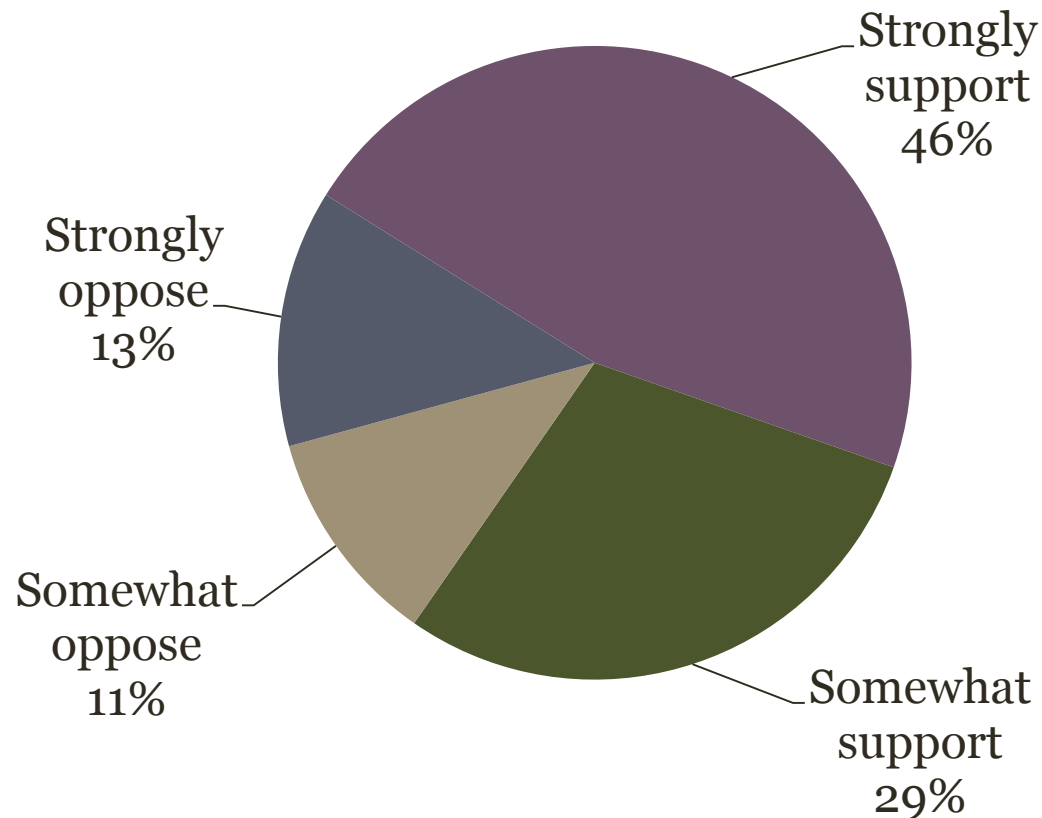


# Support for Property Tax Increases



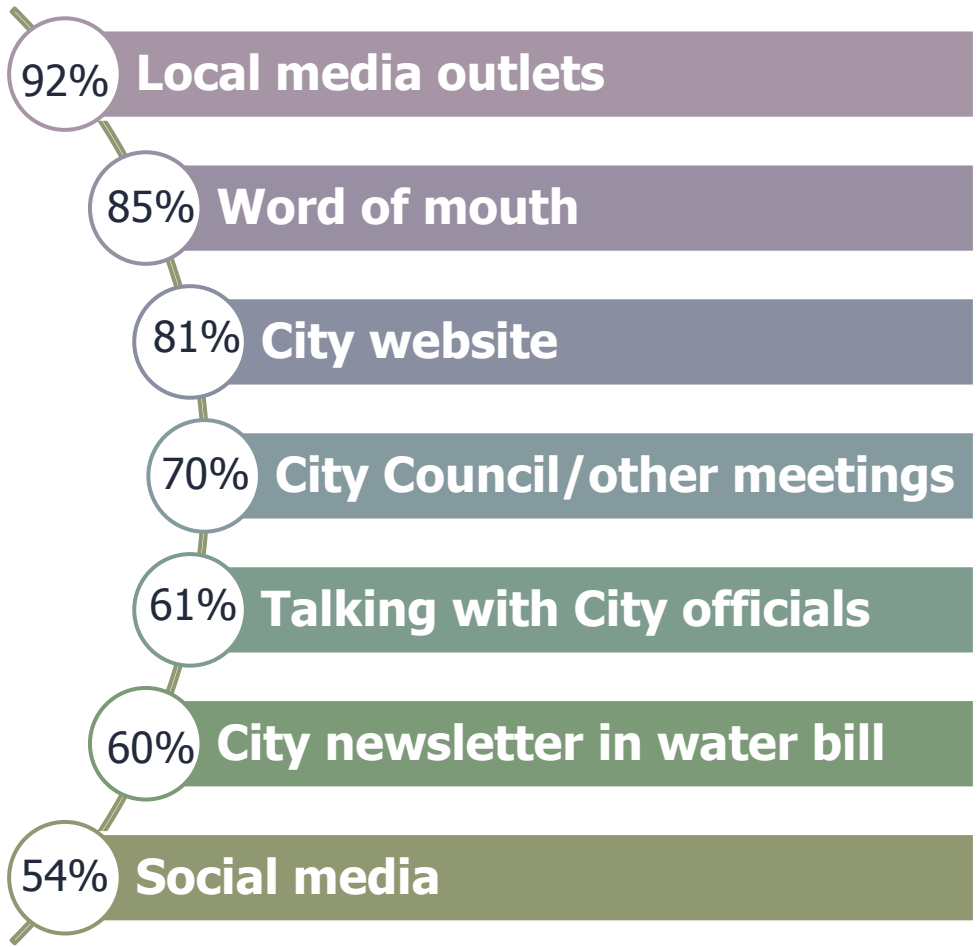
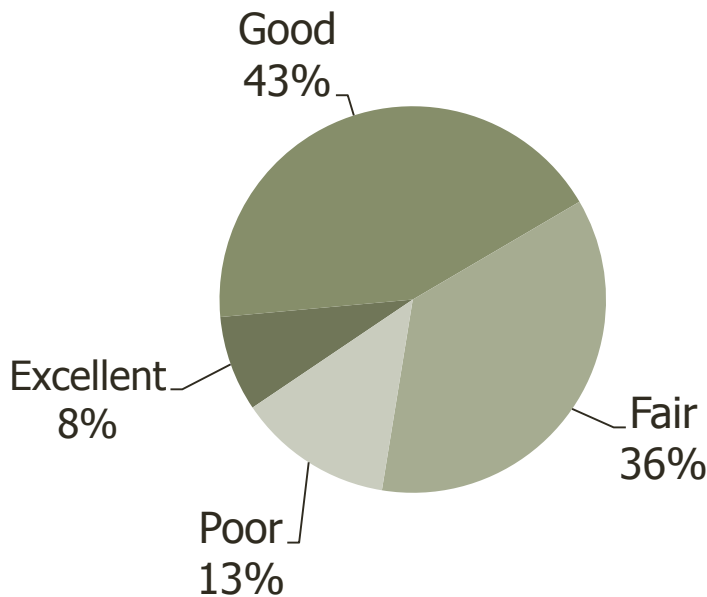
# Support for Gasoline Tax Increase

## Streets and Roadways



# City Information

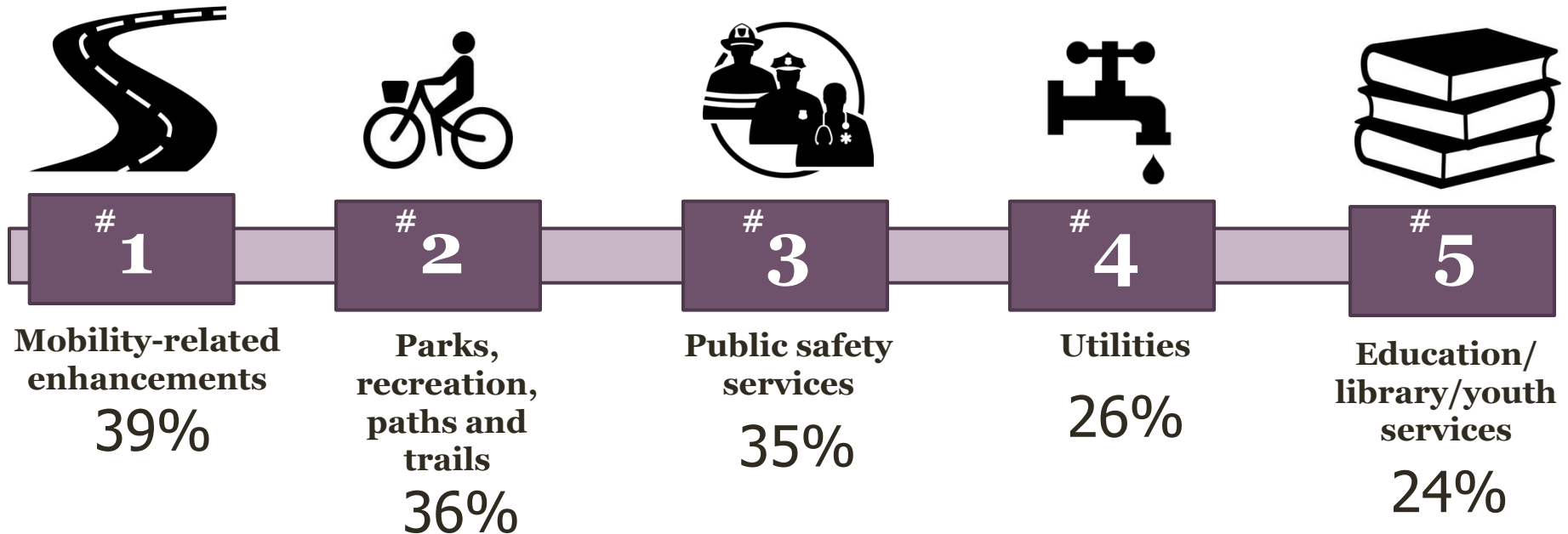
## Quality of public information



*Percent "major source" or "minor source"*

# Open-ended question

*What would you say are the top three programs and/or services provided by the City of Santa Fe that have the most impact on your everyday quality of life?*

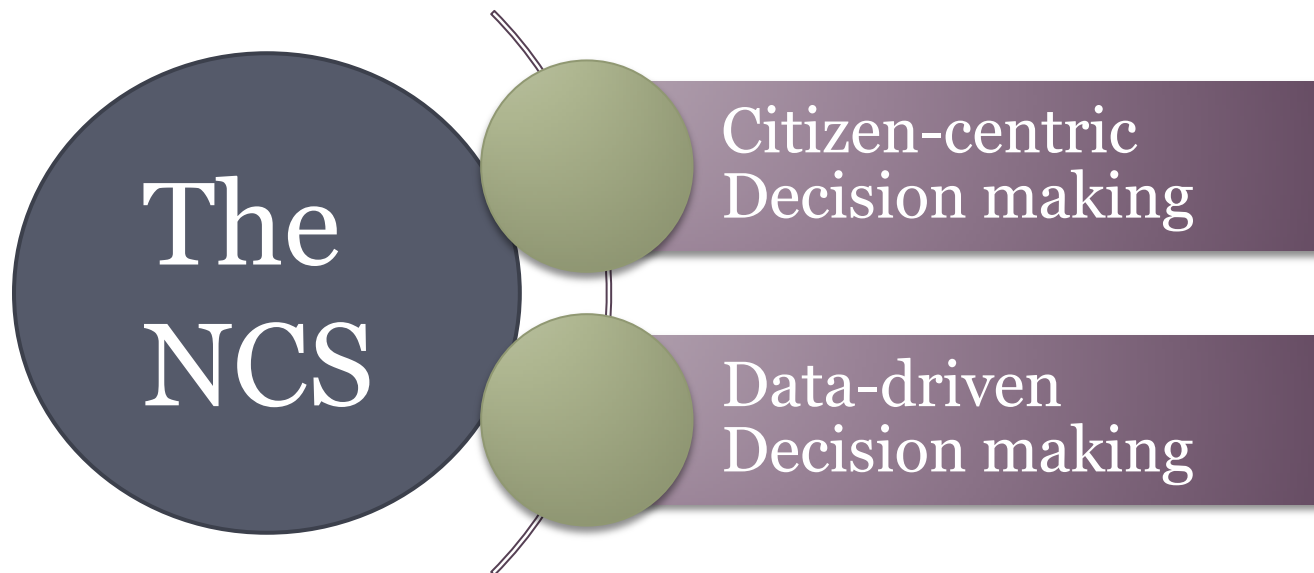




# Conclusions

- Santa Fe residents rate their quality of life positively
- Economy is important to residents and a potential area of focus
- Education and Enrichment is also a priority

# Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

**Questions?**



# Thank you!

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