

THE NCSTM
The National Citizen SurveyTM

Santa Fe, NM

Comparisons by Geographic Subgroups

2017



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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. This report discusses differences in opinion of survey respondents by City Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between District are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (556 completed surveys). For each Council District (District 1, District 2, District 3 and District 4), the margin of error rises to approximately plus or minus ten percentage points since sample sizes were approximately 161 in District 1, 157 in District 2, 96 in District 3 and 143 in District 4. Notable differences between Districts included the following:

- Residents who lived in Districts 1 and 2 tended to give higher ratings to general aspects of Community Characteristics than residents who lived in Districts 3 and 4. This was true for the overall quality of life in Santa Fe, the overall image or reputation of Santa Fe, the City as a place to live and to retire and their neighborhood as a place to live. District 3 residents tended to give lower ratings to aspects of Mobility than their counterparts. Where differences in opinion were noted, respondents who lived in District 1 were more likely to favorably rate aspects of Education and Enrichment and Community Engagement than residents who lived in other Districts.
- Few differences in resident opinion by District were noted within the pillar of Governance; where differences were observed, clear trends in response did not emerge. Residents who lived in District 1 were more likely to positively rate the job City government does at acting in the best interest of the community, but less likely to give favorable marks to police/Sheriff services and crime prevention than residents living in other Districts. Respondents in District 3 tended to give lower marks to fire and ambulance/EMS services and to garbage collection, but higher marks to economic development than respondents who lived elsewhere. Residents who lived in Districts 1 and 2 tended to give higher ratings to City-sponsored special events than residents who lived in Districts 3 and 4.
- Within the pillar of Participation, patterns of response by District were not clear. Respondents who lived in Districts 1 and 2 were more likely than their counterparts to positively rate the sense of community in Santa Fe, and also to indicate that they planned to remain in the City for the next five years, to have walked or biked instead of driving, to have attended a City-sponsored event and to have campaigned for an issue, cause or candidate. Residents in District 3 were less likely to believe that the economy would have a positive impact on their income in the next six months, to participate in moderate or vigorous physical activity or to report being very good or excellent health, but were more likely to have stocked supplies for an emergency, to have used public transportation or to have volunteered than residents in other Districts.
- When asked about their level of support for tax increases to fund improvements to City facilities and services, where differences were observed, District 3 residents were less likely than residents elsewhere to voice support for all three types of tax increases.
- Respondents who lived in District 4 were more likely to utilize the City newsletter in the water bill and talking with City officials as major or minor sources of information about the City than respondents who lived in other Districts. Residents who lived in Districts 1 and 2 were less likely to use City communications via social media to gain information about the City than residents who lived elsewhere.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
The overall quality of life in Santa Fe	81%	81%	63%	65%	74%
Overall image or reputation of Santa Fe	77%	84%	69%	66%	75%
Santa Fe as a place to live	85%	81%	69%	67%	77%
Your neighborhood as a place to live	86%	88%	58%	66%	76%
Santa Fe as a place to raise children	37%	42%	43%	47%	42%
Santa Fe as a place to retire	75%	71%	54%	55%	65%
Overall appearance of Santa Fe	78%	72%	65%	72%	72%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Santa Fe	74%	71%	51%	60%	66%
In your neighborhood during the day	93%	93%	94%	92%	93%
In Santa Fe's downtown/commercial area during the day	93%	87%	67%	85%	85%
In your neighborhood during the night	74%	79%	64%	71%	73%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall ease of getting to the places you usually have to visit	80%	75%	60%	74%	74%
Traffic flow on major streets	49%	36%	29%	45%	41%
Ease of public parking	25%	20%	27%	25%	24%
Ease of travel by car in Santa Fe	65%	51%	45%	54%	55%
Ease of travel by public transportation in Santa Fe	20%	32%	18%	40%	28%
Ease of travel by bicycle in Santa Fe	35%	37%	35%	40%	37%
Ease of walking in Santa Fe	64%	56%	36%	43%	53%
Availability of paths and walking trails	69%	65%	54%	64%	64%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Quality of overall natural environment in Santa Fe	88%	84%	69%	73%	80%
Air quality	86%	91%	87%	84%	87%
Cleanliness of Santa Fe	68%	60%	57%	59%	61%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall "built environment" of Santa Fe (including overall design, buildings, parks and transportation systems)	58%	55%	46%	56%	55%
Public places where people want to spend time	75%	64%	59%	61%	66%
Variety of housing options	15%	19%	26%	28%	21%
Availability of affordable quality housing	9%	10%	16%	19%	13%
Overall quality of new development in Santa Fe	35%	33%	38%	44%	37%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall economic health of Santa Fe	26%	30%	27%	28%	28%
Santa Fe as a place to work	44%	40%	39%	41%	41%
Santa Fe as a place to visit	96%	88%	80%	86%	89%
Employment opportunities	17%	22%	20%	16%	19%
Shopping opportunities	58%	48%	50%	39%	49%
Cost of living in Santa Fe	18%	9%	10%	13%	13%
Overall quality of business and service establishments in Santa Fe	51%	47%	39%	48%	47%
Vibrant downtown/commercial area	60%	51%	54%	57%	56%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Health and wellness opportunities in Santa Fe	62%	58%	47%	56%	56%
Fitness opportunities (including exercise classes and paths or trails, etc.)	74%	69%	60%	75%	70%
Recreational opportunities	79%	73%	49%	67%	69%
Availability of affordable quality food	60%	57%	50%	60%	57%
Availability of affordable quality health care	35%	37%	28%	38%	35%
Availability of preventive health services	44%	46%	31%	43%	42%
Availability of affordable quality mental health care	22%	27%	24%	27%	25%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall opportunities for education and enrichment	48%	48%	41%	50%	47%
Availability of affordable quality child care/preschool	16%	16%	32%	22%	21%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
K-12 education	17%	15%	27%	21%	19%
Adult educational opportunities	55%	63%	47%	57%	56%
Opportunities to attend cultural/arts/music activities	90%	81%	70%	72%	79%
Opportunities to participate in religious or spiritual events and activities	89%	81%	74%	77%	81%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Opportunities to participate in social events and activities	74%	62%	53%	57%	63%
Opportunities to volunteer	86%	79%	73%	78%	80%
Opportunities to participate in community matters	69%	59%	57%	63%	63%
Openness and acceptance of the community toward people of diverse backgrounds	73%	63%	52%	49%	61%
Neighborliness of residents in Santa Fe	57%	55%	40%	51%	52%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
The City of Santa Fe	59%	56%	49%	46%	53%
The value of services for the taxes paid to Santa Fe	41%	30%	28%	32%	33%
The overall direction that Santa Fe is taking	45%	39%	51%	41%	43%
The job Santa Fe government does at welcoming citizen involvement	47%	30%	39%	40%	39%
Overall confidence in Santa Fe government	44%	32%	26%	38%	36%
Generally acting in the best interest of the community	46%	35%	39%	41%	40%
Being honest	36%	32%	31%	36%	34%
Treating all residents fairly	38%	33%	24%	35%	33%
Overall customer service by Santa Fe employees (police, receptionists, planners, etc.)	48%	52%	36%	47%	46%
The Federal Government	37%	43%	35%	36%	38%
Santa Fe County Government	47%	47%	27%	35%	40%
State of New Mexico Government	21%	40%	25%	28%	29%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Police/Sheriff services	43%	64%	65%	70%	60%
Fire services	86%	86%	74%	92%	85%
Ambulance or emergency medical services	73%	83%	60%	79%	75%
Crime prevention	27%	43%	44%	44%	39%
Fire prevention and education	59%	56%	60%	55%	57%
Animal control	56%	60%	49%	50%	54%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	30%	37%	38%	24%	32%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Traffic enforcement	31%	32%	48%	37%	36%
Street repair	20%	21%	20%	16%	19%
Street cleaning	37%	34%	31%	34%	35%
Street lighting	39%	40%	37%	41%	40%
Snow removal	40%	38%	25%	25%	33%
Sidewalk maintenance	24%	26%	32%	23%	26%
Traffic signal timing	27%	37%	37%	38%	35%
Bus or transit services	39%	45%	52%	51%	46%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Garbage collection	85%	80%	73%	85%	81%
Recycling	71%	68%	54%	68%	66%
Yard waste pick-up	36%	42%	27%	40%	37%
Drinking water	70%	62%	64%	61%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	62%	63%	44%	46%	56%
Santa Fe open space	67%	63%	61%	47%	60%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Storm drainage	45%	34%	42%	45%	42%
Sewer services	73%	74%	67%	78%	73%
Power (electric and/or gas) utility	70%	64%	64%	63%	66%
Utility billing	53%	55%	46%	63%	55%
Land use, planning and zoning	28%	27%	33%	26%	29%
Code enforcement (weeds, abandoned buildings, etc.)	15%	19%	21%	11%	16%
Cable television	32%	42%	42%	45%	40%
Internet service	38%	31%	41%	49%	40%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Economic development	18%	21%	38%	21%	23%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
City parks	72%	68%	61%	65%	67%
Recreation programs or classes	69%	72%	58%	58%	65%
Recreation centers or facilities	73%	72%	60%	64%	68%
Health services	31%	36%	34%	53%	39%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Public library services	71%	71%	82%	74%	74%
City-sponsored special events	70%	70%	38%	53%	61%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Public information services	46%	54%	59%	50%	52%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Sense of community	54%	53%	42%	39%	48%
Recommend living in Santa Fe to someone who asks	85%	79%	65%	69%	76%
Remain in Santa Fe for the next five years	87%	80%	80%	80%	82%
Contacted the City of Santa Fe (in-person, phone, email or web) for help or information	47%	53%	55%	40%	48%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Was NOT the victim of a crime	90%	86%	61%	85%	83%
Did NOT report a crime	83%	72%	46%	71%	71%
Stocked supplies in preparation for an emergency	23%	24%	44%	18%	26%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Walked or biked instead of driving	73%	68%	54%	57%	64%
Carpooled with other adults or children instead of driving alone	52%	45%	55%	50%	50%
Used bus, rail, subway or other public transportation instead of driving	25%	29%	42%	32%	31%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Recycle at home	96%	94%	80%	88%	91%
Made efforts to make your home more energy efficient	79%	85%	83%	80%	82%
Made efforts to conserve water	94%	97%	99%	90%	95%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
NOT under housing cost stress	61%	54%	59%	63%	59%
Did NOT observe a code violation	42%	42%	36%	36%	39%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Purchase goods or services from a business located in Santa Fe	99%	99%	100%	95%	98%
Economy will have positive impact on income	21%	21%	6%	17%	17%
Work in Santa Fe	71%	70%	76%	65%	70%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Used Santa Fe recreation centers or their services	68%	66%	61%	68%	66%
Visited a neighborhood park or City park	90%	88%	81%	87%	87%
Eat at least 5 portions of fruits and vegetables a day	89%	88%	84%	84%	87%
Participate in moderate or vigorous physical activity	91%	87%	73%	94%	88%
Reported being in "very good" or "excellent" health	79%	72%	49%	63%	68%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Used Santa Fe public libraries or their services	60%	68%	76%	69%	67%
Participated in religious or spiritual activities in Santa Fe	46%	62%	73%	72%	62%
Attended a City-sponsored event	76%	72%	53%	56%	66%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Campaigned or advocated for an issue, cause or candidate	54%	53%	24%	42%	45%
Contacted Santa Fe elected officials (in-person, phone, email or web) to express your opinion	34%	26%	22%	26%	27%
Volunteered your time to some group/activity in Santa Fe	65%	61%	71%	50%	61%
Participated in a club	38%	37%	27%	35%	35%
Talked to or visited with your immediate neighbors	92%	91%	89%	80%	88%
Done a favor for a neighbor	84%	81%	73%	81%	81%
Attended a local public meeting	29%	27%	23%	18%	24%
Watched (online or on television) a local public meeting	23%	29%	26%	25%	26%
Read or watch local news (via television, paper, computer, etc.)	76%	80%	91%	91%	84%
Vote in local elections	86%	95%	78%	81%	86%

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Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	City Council District				Overall
	District 1	District 2	District 3	District 4	
Overall feeling of safety in Santa Fe	82%	85%	97%	92%	88%
Overall ease of getting to the places you usually have to visit	71%	78%	78%	80%	76%
Quality of overall natural environment in Santa Fe	89%	84%	81%	86%	85%
Overall "built environment" of Santa Fe (including overall design, buildings, parks and transportation systems)	77%	81%	73%	76%	77%
Health and wellness opportunities in Santa Fe	84%	87%	90%	93%	88%
Overall opportunities for education and enrichment	86%	88%	89%	98%	90%
Overall economic health of Santa Fe	94%	93%	91%	96%	94%
Sense of community	83%	85%	77%	84%	83%

Table 29: Importance of Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in the City of Santa Fe:	City Council District				Overall
	District 1	District 2	District 3	District 4	
Cooperation between governments	86%	87%	87%	87%	86%
Economic development	92%	88%	97%	90%	91%
Education	96%	95%	85%	97%	94%
Healthy community	89%	94%	90%	95%	92%
Safe community	87%	90%	98%	96%	92%
Community and social supports	83%	87%	83%	82%	84%

Table 30: Support for Gross Receipts Tax Increases

To what extent you would support or oppose a Gross Receipts Tax increase to fund improvements to the facilities and/or services below?	City Council District				Overall
	District 1	District 2	District 3	District 4	
Libraries	79%	81%	69%	77%	77%
Public safety/fire and rescue services	77%	84%	76%	84%	81%
Streets/roadways	86%	84%	86%	84%	85%
Youth ball fields	62%	67%	58%	62%	63%
Administrative buildings and facilities	47%	46%	45%	44%	46%
Storm drainage	73%	74%	77%	69%	73%
Outdoor trails	84%	73%	63%	67%	73%
Public transit	81%	76%	73%	70%	75%

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Table 31: Support for Property Tax Increases

To what extent you would support or oppose a Property Tax increase to fund improvements to the facilities and/or services below?	City Council District				Overall
	District 1	District 2	District 3	District 4	
Libraries	79%	77%	56%	67%	71%
Public safety/fire and rescue services	80%	81%	76%	76%	79%
Streets/roadways	82%	81%	73%	72%	78%
Youth ball fields	64%	61%	52%	53%	58%
Administrative buildings and facilities	56%	47%	27%	41%	44%
Storm drainage	74%	70%	41%	58%	63%
Outdoor trails	82%	67%	41%	57%	64%
Public transit	74%	73%	54%	63%	67%

Table 32: Support for Gasoline Tax Increase

To what extent you would support or oppose a Gasoline Tax increase to fund improvements to the facilities and/or services below?	City Council District				Overall
	District 1	District 2	District 3	District 4	
Streets/roadways	82%	86%	66%	67%	76%

Table 33: Sources of City Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	City Council District				Overall
	District 1	District 2	District 3	District 4	
City Web site (www.santafenm.gov)	78%	81%	82%	81%	80%
Local media outlets (newspapers, radio, local television stations)	89%	93%	89%	92%	91%
The local government cable Channel SFGTV 28	39%	35%	37%	48%	40%
City newsletter in the water bill	61%	53%	56%	73%	61%
City Council meetings and other public meetings	67%	68%	62%	76%	69%
Talking with City officials	52%	57%	59%	74%	61%
City communications via social media (i.e. Facebook, Twitter or YouTube)	47%	51%	61%	64%	55%
Word-of-mouth	87%	81%	88%	85%	85%