About The NCS

- Community Livability
  - Community Characteristics
- Governance
- Participation
Facets of Community Livability

Safety

Mobility

Natural Environment

Built Environment

Quality of Community Overall

Economy

Education and Enrichment

Recreation and Wellness

Community Engagement
The NCS & Santa Fe

- First administration of The NCS
- Scientific sample of 3,000 households
  - 629 returned mail surveys; 23% response rate
  - ±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

- Safety
- Natural Environment
- Mobility
- Built Environment
- Economy
- Recreation and Wellness
- Education and Enrichment
- Community Engagement

* Most important
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
<table>
<thead>
<tr>
<th>Rating</th>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>Place to visit</td>
<td></td>
</tr>
<tr>
<td>54%</td>
<td>Vibrant downtown/commercial area</td>
<td></td>
</tr>
<tr>
<td>48%</td>
<td>Businesses and services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Place to work</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>Overall economic health</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Employment opportunities</td>
<td>15%</td>
</tr>
</tbody>
</table>
Economy as a priority

Economic development important for quality of life
Education and Enrichment is also a priority
Education and Enrichment Ratings

Religious or spiritual events and activities 83%
Cultural/arts/music activities 80% 🌟🌟
Education and enrichment opportunities 44%
K-12 education 16%

Percent excellent or good

Higher than National benchmark
Higher than Peer Community benchmark
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

- **Education**: 94%
- **Safe community**: 93%
- **Healthy community**: 92%
- **Economic development**: 91%
- **Cooperation between governments**: 87%
- **Community and social supports**: 83%
### Support for Gross Receipts Tax Increases

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Strongly Support</th>
<th>Somewhat Support</th>
<th>Somewhat Oppose</th>
<th>Strongly Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets/roadways</td>
<td>40%</td>
<td>46%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Public safety/fire and rescue services</td>
<td>48%</td>
<td>35%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Libraries</td>
<td>38%</td>
<td>39%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Public transit</td>
<td>34%</td>
<td>41%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Outdoor trails</td>
<td>34%</td>
<td>39%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Storm drainage</td>
<td>26%</td>
<td>46%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>Youth ball fields</td>
<td>17%</td>
<td>46%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Administrative buildings and facilities</td>
<td>10%</td>
<td>35%</td>
<td>33%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Support for Property Tax Increases

- **Public safety/fire and rescue services**: 42% Strongly support, 39% Somewhat support, 10% Somewhat oppose, 10% Strongly oppose
- **Streets/roadways**: 33% Strongly support, 45% Somewhat support, 11% Somewhat oppose, 11% Strongly oppose
- **Libraries**: 35% Strongly support, 36% Somewhat support, 12% Somewhat oppose, 17% Strongly oppose
- **Public transit**: 29% Strongly support, 38% Somewhat support, 16% Somewhat oppose, 16% Strongly oppose
- **Outdoor trails**: 33% Strongly support, 31% Somewhat support, 21% Somewhat oppose, 16% Strongly oppose
- **Storm drainage**: 23% Strongly support, 39% Somewhat support, 25% Somewhat oppose, 12% Strongly oppose
- **Youth ball fields**: 16% Strongly support, 40% Somewhat support, 23% Somewhat oppose, 20% Strongly oppose
- **Administrative buildings and facilities**: 14% Strongly support, 30% Somewhat support, 30% Somewhat oppose, 26% Strongly oppose
Support for Gasoline Tax Increase

Streets and Roadways

- Strongly support: 46%
- Somewhat support: 29%
- Somewhat oppose: 11%
- Strongly oppose: 13%
City Information

Quality of public information

- Excellent: 8%
- Good: 43%
- Fair: 36%
- Poor: 13%

Percent "major source" or "minor source"

- Local media outlets: 92%
- Word of mouth: 85%
- City website: 81%
- City Council/other meetings: 70%
- Talking with City officials: 61%
- City newsletter in water bill: 60%
- Social media: 54%
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?

1. Mobility-related enhancements
   - 39%

2. Parks, recreation, paths and trails
   - 36%

3. Public safety services
   - 35%

4. Utilities
   - 26%

5. Education/library/youth services
   - 24%
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

The NCS

Citizen-centric Decision making

Data-driven Decision making

Envision, Engage, Educate, Earmark, Enact, Evaluate
Questions?
Thank you!

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