

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Coronado, CA

Comparisons by Geographic Subgroups

2018



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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 the northern and southern areas of Coronado.

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 geographic areas 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 all respondents (447) is generally no greater than plus or minus five percentage points around any given percent. The margin of error for subgroups is less precise. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points. Two geographic subareas were tracked for comparison and the number of completed surveys for each are in the figure below.

Figure 1: Geographic Areas

Area	Number of Completed Surveys
North (Village)	325
South (Shores/Cays)	122

Notable differences between areas included the following:

- Generally, residents in Northern Coronado gave more positive ratings to aspects of Community Characteristics (when differences were observed) than residents in Southern Coronado.
- Northern Coronado residents also tended to give more positive ratings to several aspects of Governance than their counterparts in Southern Coronado. Survey respondents from the North had a more positive view of the overall quality of services provided by the City and by the Federal Government, and also rated several City services more positively than respondents from the South.
- Residents from the North side of Coronado were more likely to have some higher rates of reported Participation than those from the South. Respondents from the North were more likely to recommend living in Coronado, to work in Coronado and to participate in aspects of Community Engagement than those from the South.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
The overall quality of life in Coronado	96%	99%	97%
Overall image or reputation of Coronado	94%	91%	93%
Coronado as a place to live	98%	95%	97%
Your neighborhood as a place to live	94%	98%	95%
Coronado as a place to raise children	96%	83%	92%
Coronado as a place to retire	81%	85%	82%
Overall appearance of Coronado	96%	96%	96%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall feeling of safety in Coronado	98%	95%	97%
In your neighborhood during the day	98%	94%	96%
In Coronado's downtown/commercial area during the day	98%	95%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall ease of getting to the places you usually have to visit	82%	77%	81%
Traffic flow on major streets	29%	30%	30%
Ease of public parking	27%	19%	24%
Ease of travel by car in Coronado	47%	42%	46%
Ease of travel by public transportation in Coronado	54%	50%	52%
Ease of travel by bicycle in Coronado	80%	79%	80%
Ease of walking in Coronado	95%	92%	94%

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Table 4: Community Characteristics - Natural Environment

	Area		Overall
	North	South	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Quality of overall natural environment in Coronado	89%	95%	91%
Air quality	86%	89%	87%
Cleanliness of Coronado	96%	93%	95%

Table 5: Community Characteristics - Built Environment

	Area		Overall
	North	South	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems)	78%	74%	77%
Public places where people want to spend time	94%	87%	91%
Availability of affordable quality housing	8%	16%	11%
Overall quality of new development in Coronado	52%	40%	49%

Table 6: Community Characteristics - Economy

	Area		Overall
	North	South	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Overall economic health of Coronado	92%	83%	89%
Coronado as a place to work	78%	68%	76%
Coronado as a place to visit	97%	94%	96%
Shopping opportunities	58%	41%	53%
Cost of living in Coronado	14%	28%	18%
Overall quality of business and service establishments in Coronado	69%	59%	66%
Vibrant downtown/commercial area	73%	64%	70%

Table 7: Community Characteristics - Recreation and Wellness

	Area		Overall
	North	South	
Percent rating positively (e.g., excellent/good, very/somewhat safe)			
Health and wellness opportunities in Coronado	87%	74%	83%
Fitness opportunities (including exercise classes and paths or trails, etc.)	84%	73%	81%
Recreational opportunities	89%	84%	87%
Availability of affordable quality health care	66%	56%	62%
Availability of affordable quality mental health care	51%	47%	50%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Overall opportunities for education and enrichment	88%	78%	85%
Availability of affordable quality child care/preschool	68%	55%	65%
K-12 education	89%	90%	89%
Adult educational opportunities	80%	69%	77%
Opportunities to attend cultural/arts/music activities	84%	70%	80%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area		Overall
	North	South	
Opportunities to participate in social events and activities	87%	72%	82%
Opportunities to volunteer	83%	74%	80%
Opportunities to participate in community matters	87%	75%	84%
Openness and acceptance of the community toward people of diverse backgrounds	58%	53%	56%
Neighborliness of residents in Coronado	74%	73%	73%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
The City of Coronado	94%	83%	91%
The value of services for the taxes paid to Coronado	68%	61%	66%
The overall direction that Coronado is taking	54%	58%	55%
The job Coronado government does at welcoming citizen involvement	72%	67%	70%
Overall confidence in Coronado government	67%	68%	67%
Generally acting in the best interest of the community	62%	65%	62%
Being honest	68%	71%	69%
Treating all residents fairly	67%	59%	65%
Overall customer service by Coronado employees (police, receptionists, planners, etc.)	88%	81%	86%
The Federal Government	51%	36%	46%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Police services	88%	87%	87%
Fire services	99%	95%	98%
Ambulance or emergency medical services	98%	94%	96%
Crime prevention	87%	82%	85%
Fire prevention and education	88%	75%	84%
Animal control	80%	66%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	68%	56%	64%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Traffic enforcement	57%	59%	57%
Street repair	67%	61%	65%
Street cleaning	78%	72%	76%
Street lighting	58%	62%	60%
Sidewalk maintenance	67%	70%	68%
Traffic signal timing	58%	39%	52%
Bus or transit services	79%	58%	71%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Garbage collection	94%	91%	93%
Recycling	93%	85%	91%
Yard waste pick-up	91%	84%	89%
Drinking water	67%	64%	66%
Coronado open space	70%	67%	69%

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Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Storm drainage	64%	64%	64%
Sewer services	83%	79%	82%
Land use, planning and zoning	49%	58%	52%
Code enforcement (weeds, abandoned buildings, etc.)	54%	66%	58%

Table 15: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
City parks	98%	91%	96%
Recreation programs or classes	92%	85%	90%
Recreation centers or facilities	94%	89%	92%

Table 16: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Public library services	97%	89%	95%
City-sponsored special events	85%	75%	82%

Table 17: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area		Overall
	North	South	
Public information services	87%	75%	83%

Table 18: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Sense of community	85%	82%	84%
Recommend living in Coronado to someone who asks	94%	88%	92%
Remain in Coronado for the next five years	84%	83%	84%
Contacted the City of Coronado (in-person, phone, email or web) for help or information	49%	42%	47%

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Table 19: Participation - Safety

	Area		Overall
	North	South	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Was NOT the victim of a crime	82%	97%	87%
Did NOT report a crime	77%	86%	80%
Stocked supplies in preparation for an emergency	32%	36%	33%

Table 20: Participation - Mobility

	Area		Overall
	North	South	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Walked or biked instead of driving	95%	69%	87%
Carpooled with other adults or children instead of driving alone	53%	44%	50%
Used bus or other public transportation instead of driving	32%	30%	31%

Table 21: Participation - Natural Environment

	Area		Overall
	North	South	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Recycle at home	99%	96%	98%
Made efforts to make your home more energy efficient	73%	73%	73%
Made efforts to conserve water	95%	91%	94%

Table 22: Participation - Built Environment

	Area		Overall
	North	South	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
NOT under housing cost stress	70%	63%	68%
Did NOT observe a code violation	51%	64%	55%

Table 23: Participation - Economy

	Area		Overall
	North	South	
Percent rating positively (e.g., always/sometimes, more than once a month, yes)			
Purchase goods or services from a business located in Coronado	99%	95%	98%
Economy will have positive impact on income	39%	43%	40%
Work in Coronado	43%	27%	38%



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Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Used Coronado recreation centers or their services	79%	70%	76%
Visited a neighborhood park or City park	96%	87%	93%
Eat at least 5 portions of fruits and vegetables a day	89%	84%	87%
Participate in moderate or vigorous physical activity	94%	93%	94%
Reported being in "very good" or "excellent" health	82%	77%	81%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Used Coronado public libraries or their services	84%	64%	78%
Participated in religious or spiritual activities in Coronado	54%	48%	52%
Attended a City-sponsored event	77%	49%	68%

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area		Overall
	North	South	
Campaigned or advocated for an issue, cause or candidate	32%	27%	30%
Contacted Coronado elected officials (in-person, phone, email or web) to express your opinion	32%	20%	28%
Volunteered your time to some group/activity in Coronado	53%	35%	47%
Participated in a club	41%	38%	40%
Talked to or visited with your immediate neighbors	98%	85%	94%
Done a favor for a neighbor	89%	84%	87%
Attended a local public meeting	35%	30%	33%
Watched (online or on television) a local public meeting	31%	25%	29%
Read or watch local news (via television, paper, computer, etc.)	89%	84%	87%
Vote in local elections	84%	63%	78%

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Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area		Overall
	North	South	
Overall feeling of safety in Coronado	87%	96%	90%
Overall ease of getting to the places you usually have to visit	86%	82%	85%
Quality of overall natural environment in Coronado	87%	76%	84%
Overall "built environment" of Coronado (including overall design, buildings, parks and transportation systems)	85%	77%	83%
Health and wellness opportunities in Coronado	72%	68%	71%
Overall opportunities for education and enrichment	68%	77%	71%
Overall economic health of Coronado	85%	79%	83%
Sense of community	88%	83%	86%

Table 28: Coronado Services

Please rate the quality of each of the following services in Coronado (Percent rating as "excellent" or "good").	Area		Overall
	North	South	
Tennis center	94%	87%	92%
Aquatic center	96%	89%	94%
Municipal golf course	94%	91%	93%

Table 29: Residential Property Rentals

Currently, residential properties can only be rented for a minimum of 26 consecutive days or more. Do you think Coronado should change this policy and allow short-term residential rentals for shorter periods of time? (Percent "no")	Area		Overall
	North	South	
Currently, residential properties can only be rented for a minimum of 26 consecutive days or more. Do you think Coronado should change this policy and allow short-term residential rentals for shorter periods of time?	72%	84%	76%

Table 30: Residential Property Rental Conditions

Please indicate the extent to which you support or oppose each of the following conditions if short-term rentals of less than 26 days were allowed in Coronado: (Percent rating as "strongly support" or "somewhat support").	Area		Overall
	North	South	
Limit the number of total days a property can be rented per year	67%	71%	68%
Require the property owner to be present (e.g., renting a room or rooms)	58%	59%	59%
Allow short-term rentals of less than 26 days to be controlled by HOAs	33%	40%	36%
Allow carriage houses to be used as short-term rentals of less than 26 days	38%	25%	35%
Allow accessory dwelling units, which currently may not be rented for less than 6 months, to be used as short-term rentals for less than 26 days	38%	34%	37%

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Table 31: Traffic Flow Changes

Currently, vehicles are prohibited from turning left from Third Street onto A, B, or C Avenues from 5 a.m. to 8 a.m. How much would you support or oppose a measure on the ballot to also prohibit vehicles from turning left onto A, B, or C Avenue from Third Street in the afternoon from 2 p.m. to 6 p.m.? (Percent rating as "strongly support" or "somewhat support").	Area		Overall
	North	South	
Currently, vehicles are prohibited from turning left from Third Street onto A, B, or C Avenues from 5 a.m. to 8 a.m. How much would you support or oppose a measure on the ballot to also prohibit vehicles from turning left onto A, B, or C Avenue from Third Street in the afternoon from 2 p.m. to 6 p.m.?	66%	55%	62%

Table 32: Public Art in Coronado

How do you feel about the amount of public art in Coronado: is there too much, the right amount, or would you like to see more? (Percent rating "right amount").	Area		Overall
	North	South	
How do you feel about the amount of public art in Coronado: is there too much, the right amount, or would you like more?	60%	47%	56%

Table 33: Decorative Street Banners

Currently, a rotation of Decorative Street Banners is displayed along the Orange Avenue median light poles year-round. How often, if at all, do you believe Decorative Street Banners should be displayed along Orange Avenue? (Percent rating "year-round").	Area		Overall
	North	South	
Currently, a rotation of Decorative Street Banners is displayed along the Orange Avenue median light poles year-round. How often, if at all, do you believe Decorative Street Banners should be displayed along Orange Avenue?	81%	75%	79%

Table 34: Historically Significant Structures

Alteration or demolition of any structure more than 75 years old must be reviewed and approved by the Historic Resources Commission to determine if the structure is historically significant. Do you think the current 75 year old minimum threshold to review a structure should be: (Percent rating "remain at 75 years").	Area		Overall
	North	South	
Do you think the current 75 year old minimum threshold to review a structure should be:	62%	54%	59%

Table 35: Impact of Bike Lanes

Do you think the painted bike lanes on various streets in Coronado have improved safety on those streets, made the streets more dangerous or have had no effect on street safety? (Percent rating "improved safety").	Area		Overall
	North	South	
Do you think the painted bike lanes on various streets in Coronado have improved safety on those streets, made the streets more dangerous or have had no effect on street safety?	63%	52%	59%

Table 36: Lowering Speed Limits

How much do you support or oppose the City pursuing each of the following actions? (Percent rating as "strongly support" or "somewhat support").	Area		Overall
	North	South	
Lower speed limits from 25 mph to 20 mph on residential streets	54%	23%	45%
Lower speed limits on the entire length of Orange Avenue from First Street to the Coronado Shores Towers to 25 mph	55%	40%	51%

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Table 37: Location of Telephone/Utility Lines

Where are your telephone/utility lines located in relation to your house? (Percent rating "In the alley on a telephone/utility pole").	Area		Overall
	North	South	
Where are your telephone/utility lines located in relation to your house?	68%	5%	50%

Table 38: Willingness to Contribute to Cost of Undergrounding Utility/Telephone Poles

How much, if anything, would you be willing to contribute towards the cost of undergrounding utility/telephone poles in Coronado? (Percent rating "zero dollars per year").	Area		Overall
	North	South	
How much, if anything, would you be willing to contribute toward the cost of undergrounding utility/telephone poles in Coronado?	50%	66%	55%

Table 39: Free Summer Shuttle Ridership

Did you ride the Free Summer Shuttle at least once in the last 12 months? (Percent "no").	Area		Overall
	North	South	
Did you ride the Free Summer Shuttle at least once in the last 12 months?	62%	52%	59%

Table 40: Free Summer Shuttle Funding

How much do you support or oppose the City doing each of the following? (Percent rating as "strongly support" or "somewhat support").	Area		Overall
	North	South	
Continue to pay for the Free Summer Shuttle's operations during the summer at its current operating cost of \$130,000	83%	84%	83%
Pay for the Free Summer Shuttle to expand its operations to run year-round, at a total cost of \$470,000	39%	40%	39%

Table 41: Coronado Public Library Hours

The Coronado Public Library currently has hours of operation from 10am to 9pm Monday-Thursday; 10am to 6pm Friday and Saturday; and from 1pm to 5pm on Sunday. Please indicate how much you agree or disagree with each of the following statements regarding library hours: (Percent rating as "strongly agree" or "somewhat agree").	Area		Overall
	North	South	
The current library hours meet my needs	88%	85%	87%
I would like the library to be open earlier Monday-Thursday	40%	42%	41%
I would like the library to be open earlier Friday and Saturday	39%	51%	42%
I would like the library to be open earlier on Sunday	40%	38%	40%
I would like the library to be open later Monday-Thursday	27%	24%	26%
I would like the library to be open later Friday and Saturday	37%	30%	35%
I would like the library to be open later on Sunday	34%	27%	32%