

## 2020 City of Watsonville CA Community Wide Survey

### Frequency Table

		SurveyType			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phone	500	64.9	64.9	64.9
	Online	270	35.1	35.1	100.0
	Total	770	100.0	100.0	

### Would you prefer to complete this survey in English or Spanish?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	452	58.7	58.7	58.7
	Spanish	318	41.3	41.3	100.0
	Total	770	100.0	100.0	

### Overall, how satisfied are you with how the City of Watsonville is currently serving the community?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	270	35.1	35.1	35.1
	Somewhat satisfied	380	49.4	49.4	84.4
	Not very satisfied	60	7.8	7.8	92.2
	Not at all satisfied	30	3.9	3.9	96.1
	Don't know / unsure	30	3.9	3.9	100.0
	Total	770	100.0	100.0	

**Thinking about the City of Watsonville three years ago, would you say the city is currently better off, worse off, or about the same?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better off	291	37.8	37.8	37.8
	Worse off	129	16.8	16.8	54.5
	About the same	310	40.3	40.3	94.8
	Don't know / unsure	40	5.2	5.2	100.0
	Total	770	100.0	100.0	

**How prevalent of an issue would you say are the following in the City of Watsonville? - Crime**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very prevalent	264	34.3	34.3	34.3
	Somewhat prevalent	338	43.9	43.9	78.2
	Not very prevalent	95	12.3	12.3	90.5
	Not at all prevalent	24	3.1	3.1	93.6
	Don't know / unsure	49	6.4	6.4	100.0
	Total	770	100.0	100.0	

**How prevalent of an issue would you say are the following in the City of Watsonville? - Drug use**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very prevalent	313	40.6	40.6	40.6
	Somewhat prevalent	258	33.5	33.5	74.2
	Not very prevalent	75	9.7	9.7	83.9
	Not at all prevalent	24	3.1	3.1	87.0
	Don't know / unsure	100	13.0	13.0	100.0
	Total	770	100.0	100.0	

**How prevalent of an issue would you say are the following in the City of Watsonville? - Gang activity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very prevalent	282	36.6	36.6	36.6
	Somewhat prevalent	291	37.8	37.8	74.4
	Not very prevalent	94	12.2	12.2	86.6
	Not at all prevalent	37	4.8	4.8	91.4
	Don't know / unsure	66	8.6	8.6	100.0
	Total	770	100.0	100.0	

**Do you believe there is a need for the City of Watsonville to develop more programs designed to reduce crime, drug use, and gang activity in the city?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	673	87.4	87.4	87.4
	No	50	6.5	6.5	93.9
	Don't know / unsure	47	6.1	6.1	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with how the Watsonville Fire Department engages and interacts with the community?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	428	55.6	55.6	55.6
	Somewhat satisfied	258	33.5	33.5	89.1
	Not very satisfied	23	3.0	3.0	92.1
	Not at all satisfied	7	.9	.9	93.0
	Don't know / unsure	54	7.0	7.0	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the Police Department's efforts to reduce crime in the City of Watsonville?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	262	34.0	34.0	34.0
	Somewhat satisfied	374	48.6	48.6	82.6
	Not very satisfied	68	8.8	8.8	91.4
	Not at all satisfied	41	5.3	5.3	96.8
	Don't know / unsure	25	3.2	3.2	100.0
	Total	770	100.0	100.0	

**How well would you say the Police Department performs in the following areas? - Responding to community concerns**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	210	27.3	27.3	27.3
	Good	272	35.3	35.3	62.6
	Fair	163	21.2	21.2	83.8
	Poor	62	8.1	8.1	91.8
	Don't know / unsure	63	8.2	8.2	100.0
	Total	770	100.0	100.0	

**How well would you say the Police Department performs in the following areas? - Communicating information to the community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	198	25.7	25.7	25.7
	Good	284	36.9	36.9	62.6
	Fair	176	22.9	22.9	85.5
	Poor	56	7.3	7.3	92.7
	Don't know / unsure	56	7.3	7.3	100.0
	Total	770	100.0	100.0	

**How well would you say the Police Department performs in the following areas? Engaging in community events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	193	25.1	25.1	25.1
	Good	315	40.9	40.9	66.0
	Fair	148	19.2	19.2	85.2
	Poor	38	4.9	4.9	90.1
	Don't know / unsure	76	9.9	9.9	100.0
	Total	770	100.0	100.0	

**How satisfied are you with the following aspects of the City of Watsonville community? - Opportunities to participate in community matters (Council and Planning meetings, special events, Town hall meetings)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	210	27.3	27.3	27.3
	Somewhat satisfied	360	46.8	46.8	74.0
	Not very satisfied	63	8.2	8.2	82.2
	Not at all satisfied	27	3.5	3.5	85.7
	Don't know / unsure	110	14.3	14.3	100.0
	Total	770	100.0	100.0	

**How satisfied are you with the following aspects of the City of Watsonville community? - Opportunities to volunteer (Commissions and boards)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	202	26.2	26.2	26.2
	Somewhat satisfied	327	42.5	42.5	68.7
	Not very satisfied	67	8.7	8.7	77.4
	Not at all satisfied	30	3.9	3.9	81.3
	Don't know / unsure	144	18.7	18.7	100.0
	Total	770	100.0	100.0	

**How would you rate the sense of community in the City of Watsonville? Would you say it is...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	136	17.7	17.7	17.7
	Good	352	45.7	45.7	63.4
	Fair	208	27.0	27.0	90.4
	Poor	47	6.1	6.1	96.5
	Don't know / unsure	27	3.5	3.5	100.0
	Total	770	100.0	100.0	

**How would you rate the sense of inclusiveness and diversity in the City of Watsonville? Would you say it is...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	119	15.5	15.5	15.5
	Good	348	45.2	45.2	60.6
	Fair	198	25.7	25.7	86.4
	Poor	59	7.7	7.7	94.0
	Don't know / unsure	46	6.0	6.0	100.0
	Total	770	100.0	100.0	

**Please tell me how you would rate the City of Watsonville as a...  
- Place to live**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	223	29.0	29.0	29.0
	Good	349	45.3	45.3	74.3
	Fair	167	21.7	21.7	96.0
	Poor	29	3.8	3.8	99.7
	Don't know / unsure	2	.3	.3	100.0
	Total	770	100.0	100.0	

**Please tell me how you would rate the City of Watsonville as a...  
- Place to raise children**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	174	22.6	22.6	22.6
	Good	317	41.2	41.2	63.8
	Fair	197	25.6	25.6	89.4
	Poor	56	7.3	7.3	96.6
	Don't know / unsure	26	3.4	3.4	100.0
	Total	770	100.0	100.0	

**Please tell me how you would rate the City of Watsonville as a...  
- Place to retire**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	152	19.7	19.7	19.7
	Good	278	36.1	36.1	55.8
	Fair	190	24.7	24.7	80.5
	Poor	102	13.2	13.2	93.8
	Don't know / unsure	48	6.2	6.2	100.0
	Total	770	100.0	100.0	

**Would you support paying an amount in sales tax for the  
improvement and expansion of recreation programs, parks and  
open space?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	473	61.4	61.4	61.4
	No	199	25.8	25.8	87.3
	Don't know / unsure	98	12.7	12.7	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation - The quality of recreation programs and events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	192	24.9	24.9	24.9
	Somewhat satisfied	341	44.3	44.3	69.2
	Not very satisfied	61	7.9	7.9	77.1
	Not at all satisfied	55	7.1	7.1	84.3
	Don't know / unsure	121	15.7	15.7	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation - Availability of recreation programs that meet my/my family's needs and interests**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	178	23.1	23.1	23.1
	Somewhat satisfied	330	42.9	42.9	66.0
	Not very satisfied	58	7.5	7.5	73.5
	Not at all satisfied	77	10.0	10.0	83.5
	Don't know / unsure	127	16.5	16.5	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation - Convenience of time and location of programs and events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	169	21.9	21.9	21.9
	Somewhat satisfied	354	46.0	46.0	67.9
	Not very satisfied	58	7.5	7.5	75.5
	Not at all satisfied	48	6.2	6.2	81.7
	Don't know / unsure	141	18.3	18.3	100.0
	Total	770	100.0	100.0	



**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation -  
Affordability of recreation programs and events**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	187	24.3	24.3	24.3
	Somewhat satisfied	337	43.8	43.8	68.1
	Not very satisfied	53	6.9	6.9	74.9
	Not at all satisfied	49	6.4	6.4	81.3
	Don't know / unsure	144	18.7	18.7	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation - The quality of parks**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	245	31.8	31.8	31.8
	Somewhat satisfied	342	44.4	44.4	76.2
	Not very satisfied	82	10.6	10.6	86.9
	Not at all satisfied	51	6.6	6.6	93.5
	Don't know / unsure	50	6.5	6.5	100.0
	Total	770	100.0	100.0	

**How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation - Convenience of accessing quality parks from your home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	263	34.2	34.2	34.2
	Somewhat satisfied	326	42.3	42.3	76.5
	Not very satisfied	70	9.1	9.1	85.6
	Not at all satisfied	58	7.5	7.5	93.1
	Don't know / unsure	53	6.9	6.9	100.0
	Total	770	100.0	100.0	

**For each, please indicate how satisfied you are with each -  
Shopping opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	172	22.3	22.3	22.3
	Somewhat satisfied	288	37.4	37.4	59.7
	Not very satisfied	226	29.4	29.4	89.1
	Not at all satisfied	65	8.4	8.4	97.5
	Don't know / unsure	19	2.5	2.5	100.0
	Total	770	100.0	100.0	

**For each, please indicate how satisfied you are with each -  
Employment opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	125	16.2	16.2	16.2
	Somewhat satisfied	275	35.7	35.7	51.9
	Not very satisfied	222	28.8	28.8	80.8
	Not at all satisfied	64	8.3	8.3	89.1
	Don't know / unsure	84	10.9	10.9	100.0
	Total	770	100.0	100.0	

**For each, please indicate how satisfied you are with each -  
Dining opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	171	22.2	22.2	22.2
	Somewhat satisfied	305	39.6	39.6	61.8
	Not very satisfied	204	26.5	26.5	88.3
	Not at all satisfied	65	8.4	8.4	96.8
	Don't know / unsure	25	3.2	3.2	100.0
	Total	770	100.0	100.0	

**For each, please indicate how satisfied you are with each -  
Entertainment opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	106	13.8	13.8	13.8
	Somewhat satisfied	223	29.0	29.0	42.7
	Not very satisfied	313	40.6	40.6	83.4
	Not at all satisfied	94	12.2	12.2	95.6
	Don't know / unsure	34	4.4	4.4	100.0
	Total	770	100.0	100.0	

**How you would rate the City of Watsonville as a... - Place to visit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	160	20.8	20.8	20.8
	Good	221	28.7	28.7	49.5
	Fair	267	34.7	34.7	84.2
	Poor	106	13.8	13.8	97.9
	Don't know / unsure	16	2.1	2.1	100.0
	Total	770	100.0	100.0	

**How you would rate the City of Watsonville as a... - Place to work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	167	21.7	21.7	21.7
	Good	242	31.4	31.4	53.1
	Fair	214	27.8	27.8	80.9
	Poor	100	13.0	13.0	93.9
	Don't know / unsure	47	6.1	6.1	100.0
	Total	770	100.0	100.0	

**Next, I will read you a series of actions the City of Watsonville is considering regarding the creation of houses and jobs in the city. - Encouraging more housing developments in town**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	413	53.6	53.6	53.6
	Somewhat support	198	25.7	25.7	79.4
	Somewhat oppose	80	10.4	10.4	89.7
	Strongly oppose	42	5.5	5.5	95.2
	Don't know / unsure	37	4.8	4.8	100.0
	Total	770	100.0	100.0	

**Next, I will read you a series of actions the City of Watsonville is considering regarding the creation of houses and jobs in the city. - Increasing development downtown in an effort to bring more jobs and housing to the community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	476	61.8	61.8	61.8
	Somewhat support	204	26.5	26.5	88.3
	Somewhat oppose	34	4.4	4.4	92.7
	Strongly oppose	21	2.7	2.7	95.5
	Don't know / unsure	35	4.5	4.5	100.0
	Total	770	100.0	100.0	

**Next, I will read you a series of actions the City of Watsonville is considering regarding the creation of houses and jobs in the city. - Creating additional jobs and housing near existing infrastructure, such as roads and utilities, to help preserve and**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	505	65.6	65.6	65.6
	Somewhat support	191	24.8	24.8	90.4
	Somewhat oppose	20	2.6	2.6	93.0
	Strongly oppose	13	1.7	1.7	94.7
	Don't know / unsure	41	5.3	5.3	100.0
	Total	770	100.0	100.0	

**Next, I will read you a series of actions the City of Watsonville is considering regarding the creation of houses and jobs in the city. - Encouraging new businesses downtown and adaptive reuse of historic buildings to foster a vibrant downtown**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	517	67.1	67.1	67.1
	Somewhat support	171	22.2	22.2	89.4
	Somewhat oppose	17	2.2	2.2	91.6
	Strongly oppose	23	3.0	3.0	94.5
	Don't know / unsure	42	5.5	5.5	100.0
	Total	770	100.0	100.0	

**How prevalent of an issue would you say housing security and homelessness are in the City of Watsonville is?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very prevalent	367	47.7	47.7	47.7
	Somewhat prevalent	280	36.4	36.4	84.0
	Not very prevalent	64	8.3	8.3	92.3
	Not at all prevalent	21	2.7	2.7	95.1
	Don't know / unsure	38	4.9	4.9	100.0
	Total	770	100.0	100.0	

**Did you know that City of Watsonville tap water meets all State and Federal regulations for drinking water, making your tap water safe to drink?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	452	58.7	58.7	58.7
	No	257	33.4	33.4	92.1
	Don't know / unsure	61	7.9	7.9	100.0
	Total	770	100.0	100.0	

**How would you rate the overall job being done by  
Watsonville's utilities and public works in providing services  
such as: - Water**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	307	39.9	39.9	39.9
	Good	258	33.5	33.5	73.4
	Fair	132	17.1	17.1	90.5
	Poor	22	2.9	2.9	93.4
	Don't know / unsure	51	6.6	6.6	100.0
	Total	770	100.0	100.0	

**How would you rate the overall job being done by  
Watsonville's utilities and public works in providing services  
such as: - Sewer**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	270	35.1	35.1	35.1
	Good	269	34.9	34.9	70.0
	Fair	127	16.5	16.5	86.5
	Poor	32	4.2	4.2	90.6
	Don't know / unsure	72	9.4	9.4	100.0
	Total	770	100.0	100.0	

**How would you rate the overall job being done by  
Watsonville's utilities and public works in providing services  
such as: - Garbage**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	285	37.0	37.0	37.0
	Good	293	38.1	38.1	75.1
	Fair	125	16.2	16.2	91.3
	Poor	36	4.7	4.7	96.0
	Don't know / unsure	31	4.0	4.0	100.0
	Total	770	100.0	100.0	

**How would you rate the overall job being done by  
Watsonville's utilities and public works in providing services  
such as: - Street Repairs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	131	17.0	17.0	17.0
	Good	197	25.6	25.6	42.6
	Fair	191	24.8	24.8	67.4
	Poor	231	30.0	30.0	97.4
	Don't know / unsure	20	2.6	2.6	100.0
	Total	770	100.0	100.0	

**How would you rate the overall job being done by  
Watsonville's utilities and public works in providing services  
such as: - Customer Service phone line**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	145	18.8	18.8	18.8
	Good	259	33.6	33.6	52.5
	Fair	144	18.7	18.7	71.2
	Poor	47	6.1	6.1	77.3
	Don't know / unsure	175	22.7	22.7	100.0
	Total	770	100.0	100.0	

**Now, I will read you several statements regarding the City of  
Watsonville library. - The library is important to the vitality of  
the Watsonville area.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	583	75.7	75.7	75.7
	Somewhat agree	117	15.2	15.2	90.9
	Somewhat disagree	17	2.2	2.2	93.1
	Strongly disagree	7	.9	.9	94.0
	Don't know / unsure	46	6.0	6.0	100.0
	Total	770	100.0	100.0	

**Now, I will read you several statements regarding the City of Watsonville library. - The library is an integral part of educating youth in Watsonville.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	609	79.1	79.1	79.1
	Somewhat agree	92	11.9	11.9	91.0
	Somewhat disagree	14	1.8	1.8	92.9
	Strongly disagree	10	1.3	1.3	94.2
	Don't know / unsure	45	5.8	5.8	100.0
	Total	770	100.0	100.0	

**Now, I will read you several statements regarding the City of Watsonville library. - The library contributes to a positive quality of life in Watsonville.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	591	76.8	76.8	76.8
	Somewhat agree	115	14.9	14.9	91.7
	Somewhat disagree	6	.8	.8	92.5
	Strongly disagree	7	.9	.9	93.4
	Don't know / unsure	51	6.6	6.6	100.0
	Total	770	100.0	100.0	

**Now, I will read you several statements regarding the City of Watsonville library. - The library contributes to lifelong learning.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	601	78.1	78.1	78.1
	Somewhat agree	101	13.1	13.1	91.2
	Somewhat disagree	7	.9	.9	92.1
	Strongly disagree	7	.9	.9	93.0
	Don't know / unsure	54	7.0	7.0	100.0
	Total	770	100.0	100.0	



**How would you describe the frequency at which you currently receive information from the City of Watsonville? Would you say it is...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not enough	171	22.2	22.2	22.2
	About right	539	70.0	70.0	92.2
	Too much	17	2.2	2.2	94.4
	Don't know / unsure	43	5.6	5.6	100.0
	Total	770	100.0	100.0	

**Which of the following categories best describes your age?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	46	6.0	6.0	6.0
	25 to 34	108	14.0	14.0	20.0
	35 to 44	172	22.3	22.3	42.3
	45 to 54	140	18.2	18.2	60.5
	55 to 64	109	14.2	14.2	74.7
	65 to 74	107	13.9	13.9	88.6
	75 or older	59	7.7	7.7	96.2
	Refused	29	3.8	3.8	100.0
	Total	770	100.0	100.0	

**Which of the following best describes your total household income before taxes?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$10,000	41	5.3	5.3	5.3
	\$10,000 to less than \$25,000	153	19.9	19.9	25.2
	\$25,000 to less than \$50,000	140	18.2	18.2	43.4
	\$50,000 to less than \$75,000	65	8.4	8.4	51.8
	\$75,000 to less than \$100,000	67	8.7	8.7	60.5
	\$100,000 to less than \$125,000	36	4.7	4.7	65.2
	\$125,000 to less than \$150,000	21	2.7	2.7	67.9
	\$150,000 or more	33	4.3	4.3	72.2
	Refused	214	27.8	27.8	100.0
	Total	770	100.0	100.0	

**Are you of Hispanic background such as Mexican, Cuban, or Puerto Rican?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	534	69.4	69.4	69.4
	No	195	25.3	25.3	94.7
	Refused	41	5.3	5.3	100.0
	Total	770	100.0	100.0	

**What is your race?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	248	32.2	32.2	32.2
	African American	2	.3	.3	32.5
	Asian, Pacific Islander	8	1.0	1.0	33.5
	Aleutian, Eskimo or American Indian	3	.4	.4	33.9
	Other (please specify):	26	3.4	3.4	37.3
	Refused	110	14.3	14.3	51.6
	Hispanic	373	48.4	48.4	100.0
	Total	770	100.0	100.0	

**Do you currently rent or own your residence?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rent	228	29.6	29.6	29.6
	Own	482	62.6	62.6	92.2
	Don't know / unsure	9	1.2	1.2	93.4
	Refused	51	6.6	6.6	100.0
	Total	770	100.0	100.0	

**In your opinion, which three (3) community initiatives should be a priority for the City of Watsonville in 2021?**

\$Q2_MR <sup>a</sup>		Responses		Percent of Cases
		N	Percent	
	The development and preservation of quality housing units	130	6.4%	16.9%
	Development of affordable housing units	312	15.5%	40.5%
	Improvement of the City's financial sustainability	70	3.5%	9.1%
	Maintenance of the community's infrastructure and facilities (roads, utilities, sidewalks, parking lots, etc.)	166	8.2%	21.6%
	Environmental preservation and conservation (trees, wetlands, water quality, pollution prevention, etc.)	117	5.8%	15.2%
	Improve internet/Wi-Fi access city wide	45	2.2%	5.8%
	Job creation and workforce development	147	7.3%	19.1%
	Business attraction and expansion	73	3.6%	9.5%
	Improvement of community engagement	35	1.7%	4.5%
	Improvement of recreational activities and parks for residents	85	4.2%	11.0%
	Reduce crime	304	15.1%	39.5%
	Community policing	168	8.3%	21.8%

**In your opinion, which three (3) community initiatives should be a priority for the City of Watsonville in 2021?**

	Responses		Percent of Cases
	N	Percent	
Expand youth prevention programs	119	5.9%	15.5%
Reduction of traffic congestion	69	3.4%	9.0%
Maintain Library services	32	1.6%	4.2%
Other (please specify):	70	3.5%	9.1%
Don't know / unsure	42	2.1%	5.5%
Public health/Covid-19/Vaccine	18	0.9%	2.3%
High cost of living/too expensive	15	0.7%	1.9%
<b>Total</b>	<b>2017</b>	<b>100.0%</b>	<b>261.9%</b>

a. Group

**Which three (3) of the following Fire Department services are the most important to you?**

	Responses		Percent of Cases
	N	Percent	
\$Q9_MR <sup>a</sup> Attending neighborhood functions	127	6.8%	16.5%
Fire safety education for children (class/school)	542	29.2%	70.4%
Fire safety education for adults (business or group)	441	23.8%	57.3%
Youth Fire Academy	321	17.3%	41.7%
Social media engagement	69	3.7%	9.0%
Fire station tours	61	3.3%	7.9%
Car seat inspections	176	9.5%	22.9%
Don't know / unsure	65	3.5%	8.4%
None of the above	54	2.9%	7.0%
<b>Total</b>	<b>1856</b>	<b>100.0%</b>	<b>241.0%</b>

a. Group

The City of Watsonville is eager to encourage healthier lifestyles through fostering active transportation options, such as walking and biking. What would you say are your barriers to do so, if any?

		Responses		Percent of Cases
		N	Percent	
\$Q21_MR <sup>a</sup>	I don't own a bike	105	10.1%	13.6%
	I don't know how to ride a bike	35	3.4%	4.5%
	I don't feel safe biking	193	18.6%	25.1%
	I do not feel safe walking	175	16.9%	22.7%
	It takes too long to get where I need to go	80	7.7%	10.4%
	There are not enough places to lock my bike	66	6.4%	8.6%
	Other (please specify):	43	4.1%	5.6%
	I walk or bike, there are no barrier to do so	290	28.0%	37.7%
	Not enough sidewalks/paths/bike lanes/crosswalks	22	2.1%	2.9%
	Age/Disabled	14	1.4%	1.8%
	Road safety (drivers speeding/distracted, traffic, etc.)	14	1.4%	1.8%
	<b>Total</b>	<b>1037</b>	<b>100.0%</b>	<b>134.7%</b>

a. Group

**Which three (3) of the following Department of Public Works and Utilities projects do you feel are most important to invest utility rates and taxes into?**

		Responses		Percent of Cases
		N	Percent	
<b>\$Q46_MR<sup>a</sup></b>	<b>Upgrading aging water infrastructure and storage to ensure future reliability</b>	<b>215</b>	<b>11.0%</b>	<b>27.9%</b>
	<b>Upgrading aging wastewater treatment facility and sewer infrastructure to avoid costly repairs</b>	<b>192</b>	<b>9.8%</b>	<b>24.9%</b>
	<b>Paving and repairing streets and roads</b>	<b>492</b>	<b>25.2%</b>	<b>63.9%</b>
	<b>Improving street lighting</b>	<b>386</b>	<b>19.8%</b>	<b>50.1%</b>
	<b>Improving traffic safety</b>	<b>326</b>	<b>16.7%</b>	<b>42.3%</b>
	<b>Protecting our natural resources, such as wetlands and air quality</b>	<b>260</b>	<b>13.3%</b>	<b>33.8%</b>
	<b>Other (please specify):</b>	<b>31</b>	<b>1.6%</b>	<b>4.0%</b>
	<b>Don't know / unsure</b>	<b>30</b>	<b>1.5%</b>	<b>3.9%</b>
	<b>None of the above</b>	<b>22</b>	<b>1.1%</b>	<b>2.9%</b>
<b>Total</b>		<b>1954</b>	<b>100.0%</b>	<b>253.8%</b>

**a. Group**

**How do you currently receive information from the City of Watsonville?**

		Responses		Percent of Cases
		N	Percent	
<b>\$Q51_MR<sup>a</sup></b>	<b>Newsletters</b>	<b>257</b>	<b>18.0%</b>	<b>33.4%</b>
	<b>E-mail</b>	<b>124</b>	<b>8.7%</b>	<b>16.1%</b>
	<b>Social media</b>	<b>285</b>	<b>20.0%</b>	<b>37.0%</b>
	<b>City of Watsonville website</b>	<b>96</b>	<b>6.7%</b>	<b>12.5%</b>
	<b>Text messages</b>	<b>57</b>	<b>4.0%</b>	<b>7.4%</b>
	<b>Phone calls</b>	<b>34</b>	<b>2.4%</b>	<b>4.4%</b>
	<b>Television</b>	<b>209</b>	<b>14.7%</b>	<b>27.1%</b>
	<b>Radio</b>	<b>66</b>	<b>4.6%</b>	<b>8.6%</b>
	<b>Newspaper</b>	<b>100</b>	<b>7.0%</b>	<b>13.0%</b>
	<b>Word of mouth</b>	<b>104</b>	<b>7.3%</b>	<b>13.5%</b>
	<b>Other (please specify):</b>	<b>14</b>	<b>1.0%</b>	<b>1.8%</b>
	<b>Don't know / unsure</b>	<b>21</b>	<b>1.5%</b>	<b>2.7%</b>
	<b>I do not receive information from the City of Watsonville</b>	<b>29</b>	<b>2.0%</b>	<b>3.8%</b>
	<b>Direct mail</b>	<b>18</b>	<b>1.3%</b>	<b>2.3%</b>
<b>Bill insert</b>	<b>10</b>	<b>0.7%</b>	<b>1.3%</b>	
<b>Total</b>	<b>1424</b>	<b>100.0%</b>	<b>184.9%</b>	

**a. Group**

**And, how would you prefer to receive information from  
the City of Watsonville?**

		Responses		Percent of Cases
		N	Percent	
<b>\$Q52_MR<sup>a</sup></b>	<b>Newsletters</b>	<b>232</b>	<b>16.8%</b>	<b>30.1%</b>
	<b>E-mail</b>	<b>185</b>	<b>13.4%</b>	<b>24.0%</b>
	<b>Social media</b>	<b>253</b>	<b>18.3%</b>	<b>32.9%</b>
	<b>City of Watsonville website</b>	<b>101</b>	<b>7.3%</b>	<b>13.1%</b>
	<b>Text messages</b>	<b>104</b>	<b>7.5%</b>	<b>13.5%</b>
	<b>Phone calls</b>	<b>36</b>	<b>2.6%</b>	<b>4.7%</b>
	<b>Newspaper</b>	<b>90</b>	<b>6.5%</b>	<b>11.7%</b>
	<b>Television</b>	<b>191</b>	<b>13.8%</b>	<b>24.8%</b>
	<b>Radio</b>	<b>66</b>	<b>4.8%</b>	<b>8.6%</b>
	<b>Word of mouth</b>	<b>55</b>	<b>4.0%</b>	<b>7.1%</b>
	<b>Other (please specify):</b>	<b>16</b>	<b>1.2%</b>	<b>2.1%</b>
	<b>Don't know / unsure</b>	<b>20</b>	<b>1.4%</b>	<b>2.6%</b>
	<b>I do not want to receive information from the City of Watsonville</b>	<b>9</b>	<b>0.7%</b>	<b>1.2%</b>
	<b>Direct mail</b>	<b>22</b>	<b>1.6%</b>	<b>2.9%</b>
<b>Total</b>	<b>1380</b>	<b>100.0%</b>	<b>179.2%</b>	

**a. Group**



## UPDATED Q51 Frequency

How do you currently receive information from the City of Watsonville?

		Responses		Percent of Cases
		N	Percent	
\$Q51_MR <sup>a</sup>	Newsletters	257	18.1%	33.4%
	E-mail	124	8.7%	16.1%
	Social media	285	20.0%	37.0%
	City of Watsonville website	96	6.7%	12.5%
	Text messages	57	4.0%	7.4%
	Phone calls	34	2.4%	4.4%
	Television	209	14.7%	27.1%
	Radio	66	4.6%	8.6%
	Newspaper	100	7.0%	13.0%
	Word of mouth	104	7.3%	13.5%
	Other (please specify):	14	1.0%	1.8%
	Don't know / unsure	21	1.5%	2.7%
	I do not receive information from the City of Watsonville	28	2.0%	3.6%
	Direct mail	18	1.3%	2.3%
Bill insert	10	0.7%	1.3%	
<b>Total</b>	<b>1423</b>	<b>100.0%</b>	<b>184.8%</b>	

a. Group