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# Community Wide Survey



Report of Findings

5 March 2021  
Confidential & Proprietary

# Table of Contents

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SECTION ONE

**About GreatBlue**

SECTION TWO

Project Overview

SECTION THREE

Key Study Findings

SECTION FOUR

Considerations

SECTION FIVE

Aggregate Data (Provided Separately)



# Harnessing the power of data to help clients achieve organizational goals.

**Data** to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

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**Solutions** that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.



# Table of Contents

---

SECTION ONE  
About GreatBlue

SECTION TWO  
**Project Overview**

SECTION THREE  
Key Study Findings

SECTION FOUR  
Considerations

SECTION FIVE  
Aggregate Data (Provided Separately)



# Project Overview

- GreatBlue Research was commissioned by the City of Watsonville, CA (hereinafter “City of Watsonville” or “Watsonville”) to conduct market research to understand their community's perceptions of various programs and services offered by the city.
- The primary goals for this research study were to assess community initiatives that residents prioritize, perception of community safety and engagement, satisfaction with recreational offerings and economic opportunities, support for building and employment initiatives, and the perception of public works and educational services.
- In order to service these research goals, GreatBlue employed telephone and digital survey methodologies to capture the opinions of residents of the City of Watsonville.
- The outcome of this research will enable the City of Watsonville to a) more clearly understand current sentiments regarding the city's programs and services, b) gauge residents' order of priority of various community initiatives, and c) enhance strategic planning to incorporate improvements to the city's programs and services.



## Areas of Investigation

The City of Watsonville Community Wide Study leveraged a quantitative research methodology to address the following areas of investigation:

- Prioritization of community initiatives
- Perception of safety, Fire Department and Police Department
- Satisfaction with community engagement opportunities and the sense of community
- Satisfaction with the quality of recreational programs and events
- Satisfaction with economic opportunities
- Support for housing and employment initiatives
- Perception of the performance of public works
- Perception of the library
- Current and preferred methods of communication
- Demographic profiles of respondents

# Research Methodology Snapshot

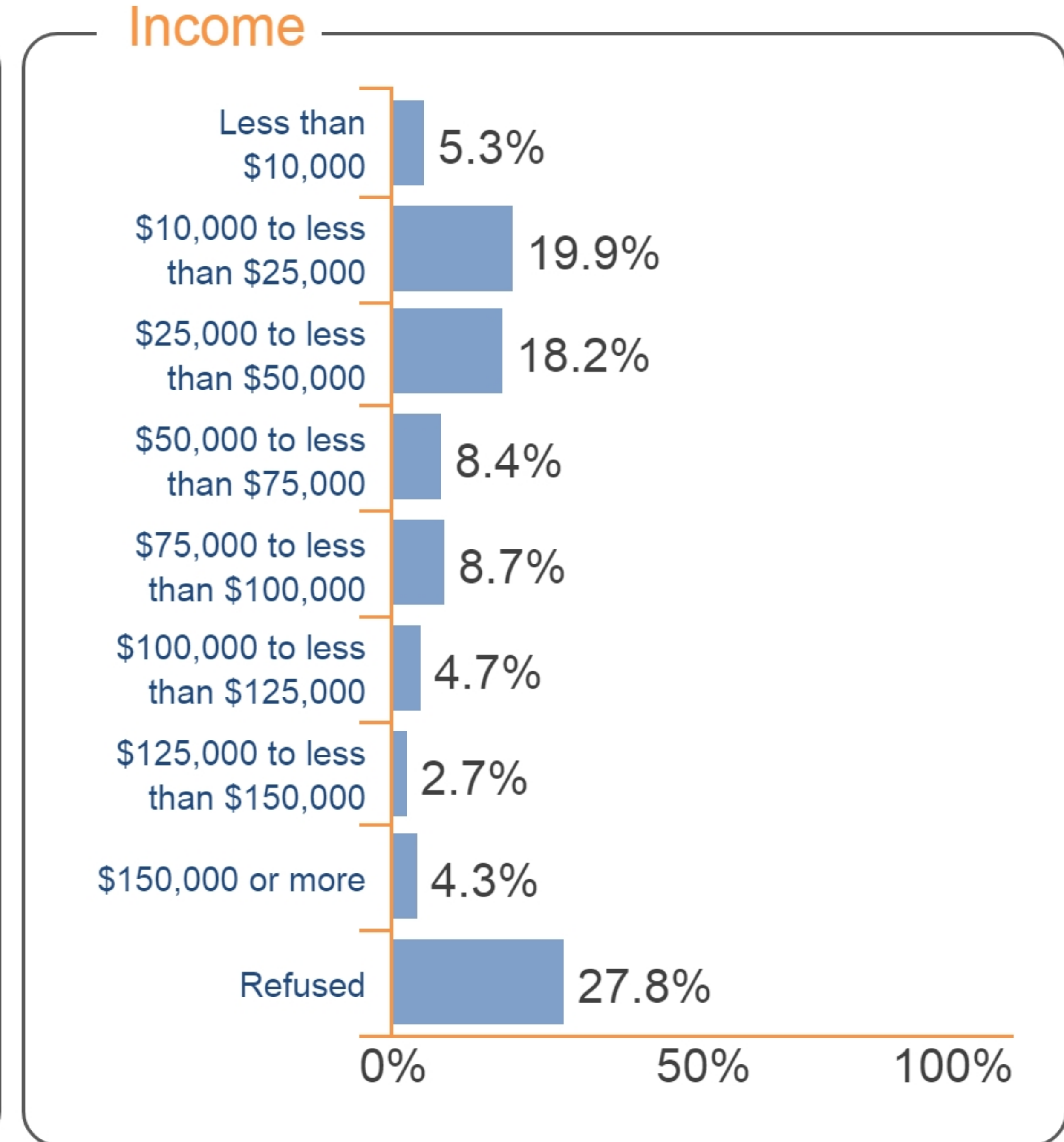
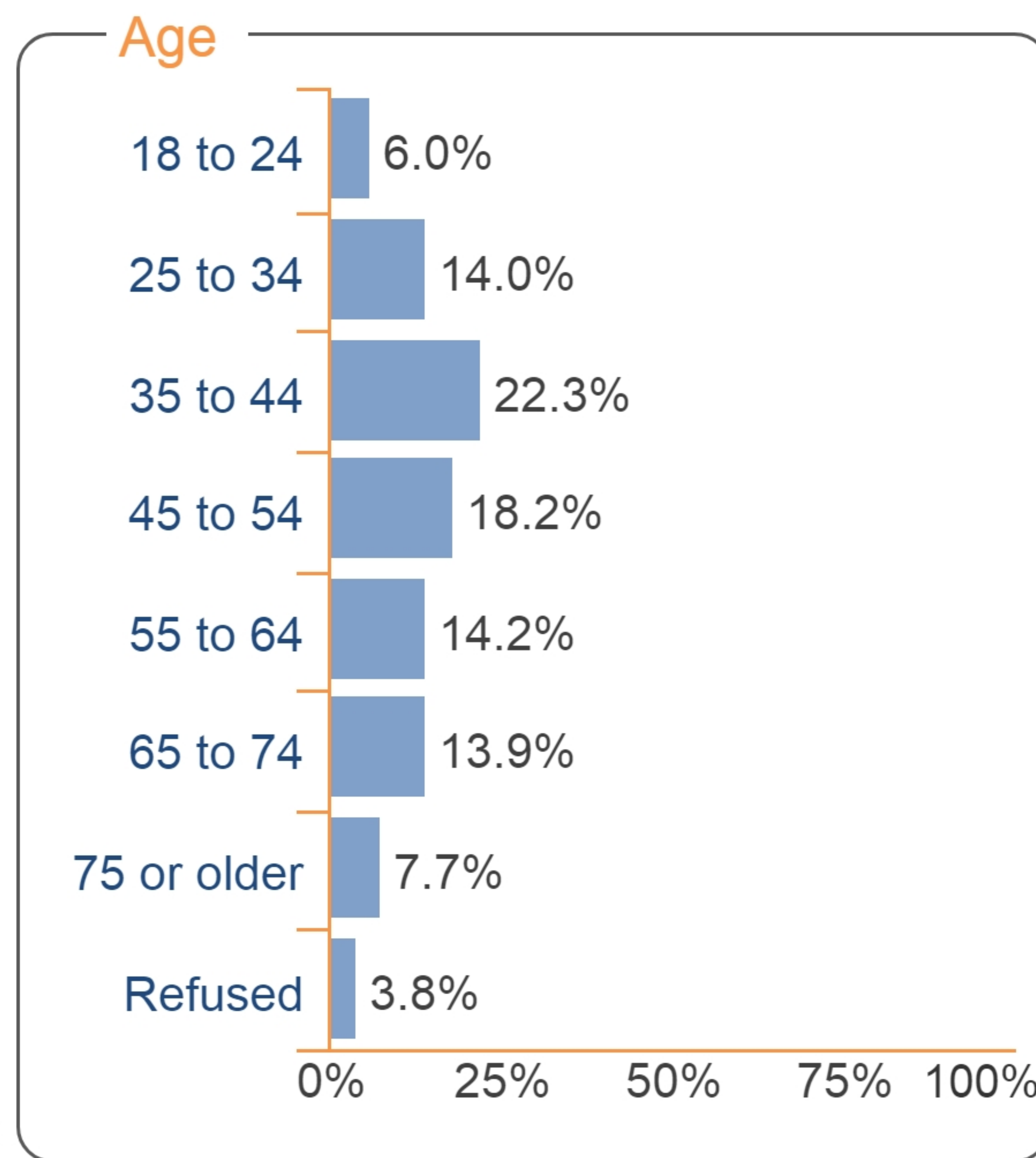
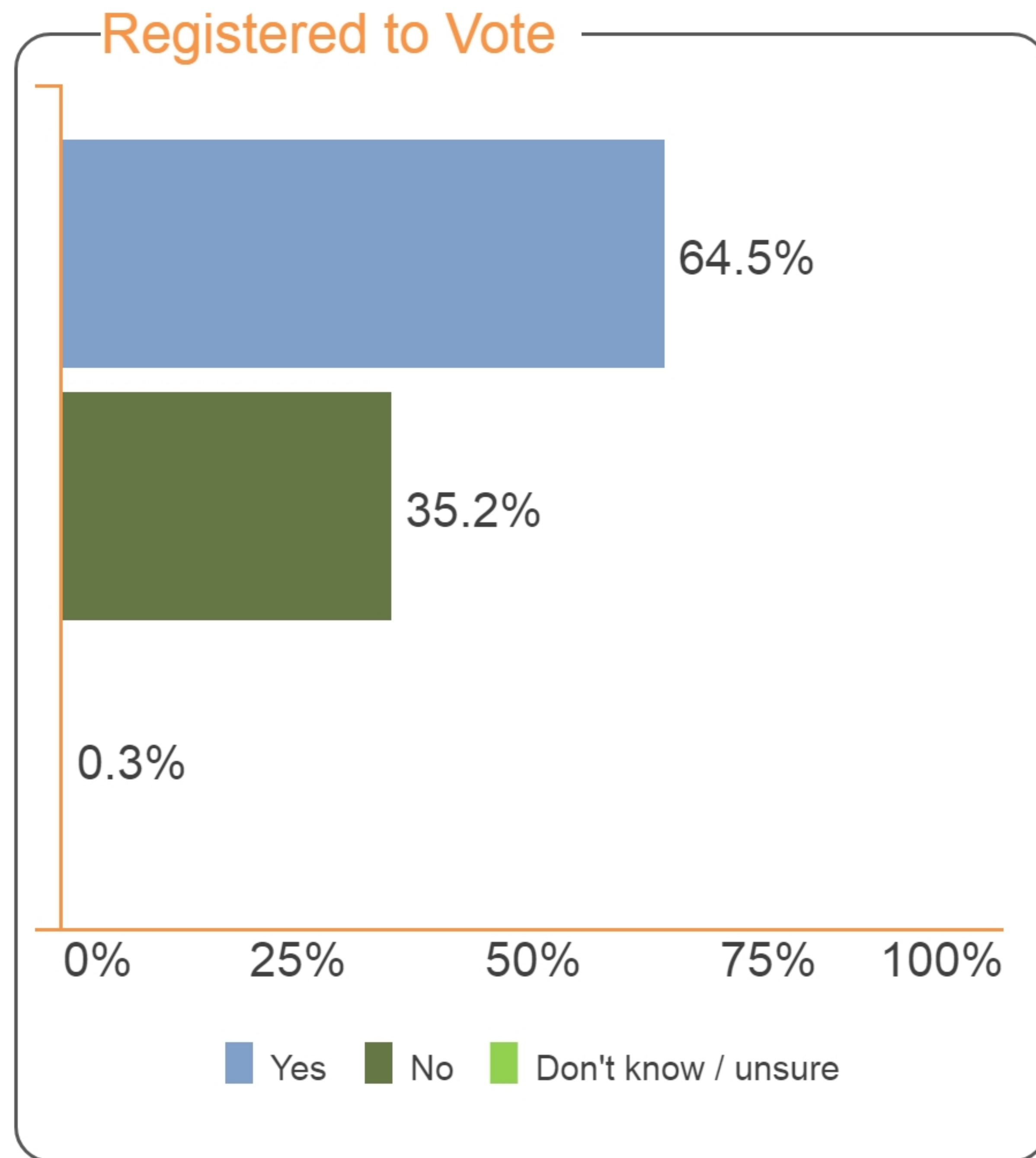
<p>Methodology</p> <p><b>Phone / Digital</b></p>	<p>No. of Completes</p> <p><b>770</b> (500 phone + 270 digital)</p>	<p>No. of Questions</p> <p><b>60*</b></p>	<p>Incentive</p> <p><b>None</b></p>	<p>Sample</p> <p><b>Procured by GreatBlue and Watsonville</b></p>
<p>Target</p> <p><b>Residents of the City of Watsonville</b></p>	<p>Quality Assurance</p> <p><b>Dual-level**</b></p>	<p>Margin of Error</p> <p><b>3.5%</b></p>	<p>Confidence Level</p> <p><b>95%</b></p>	<p>Research Dates</p> <p><b>January 8 - February 16</b></p>

\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\* Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

# Respondent Snapshot

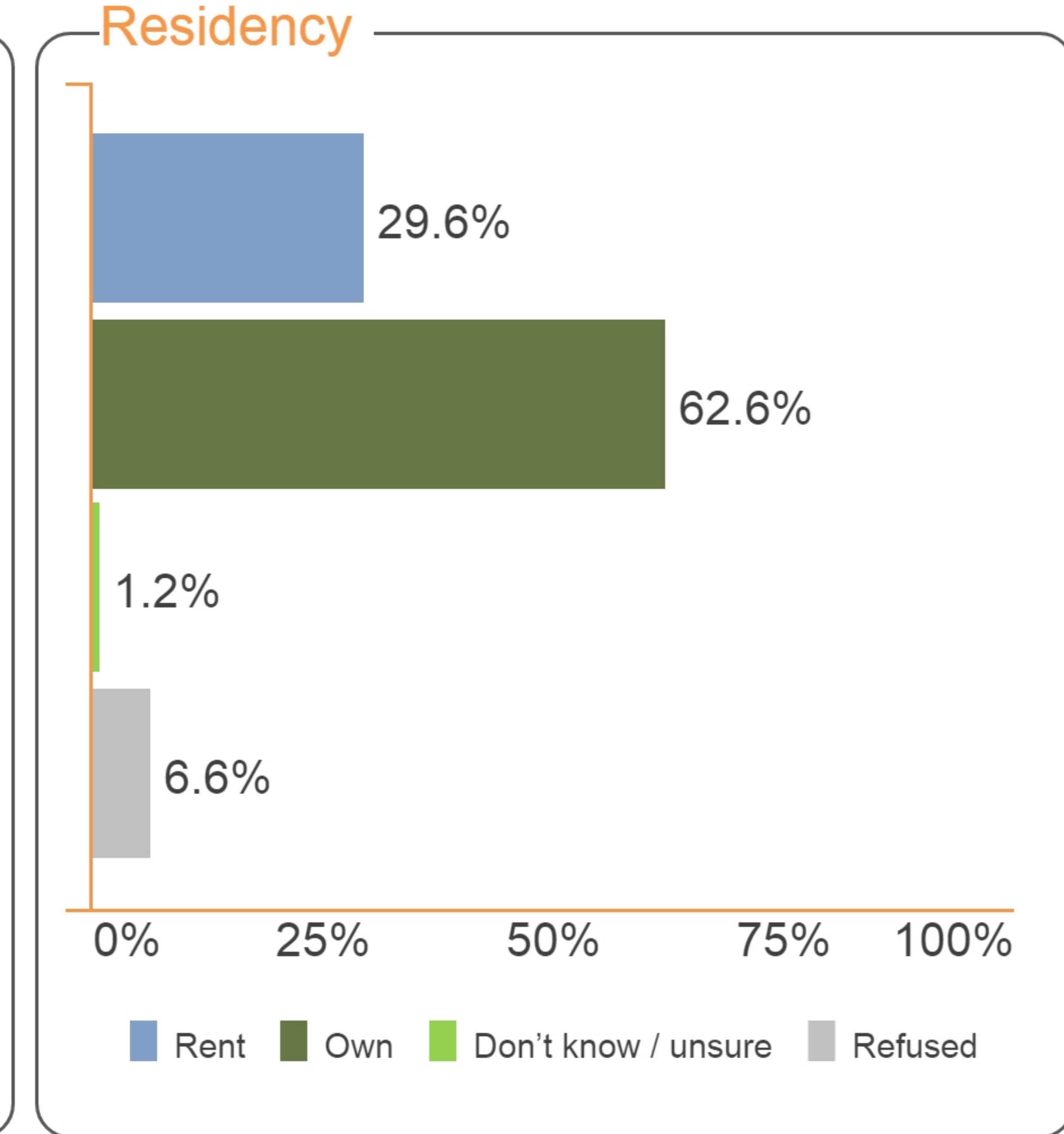
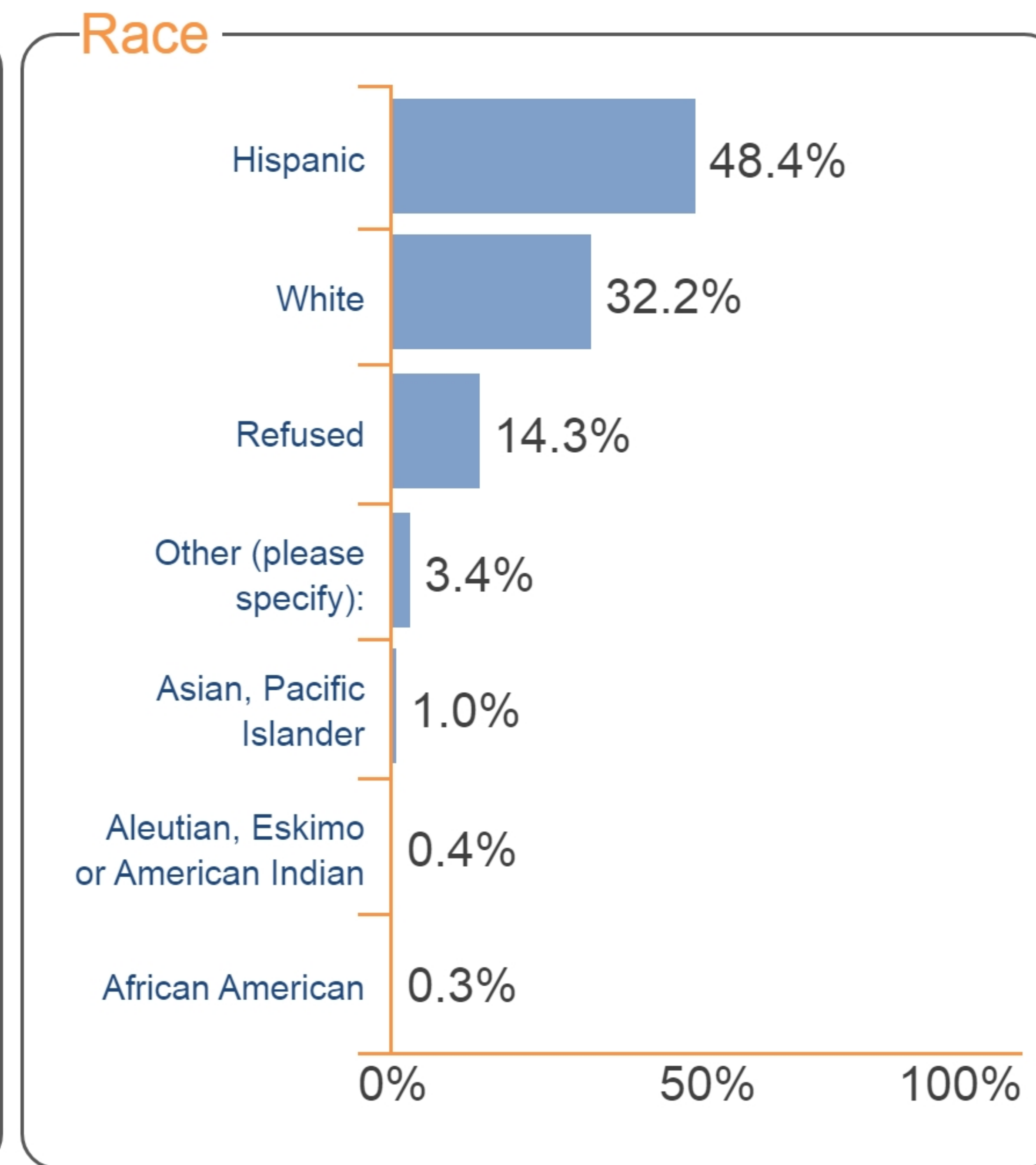
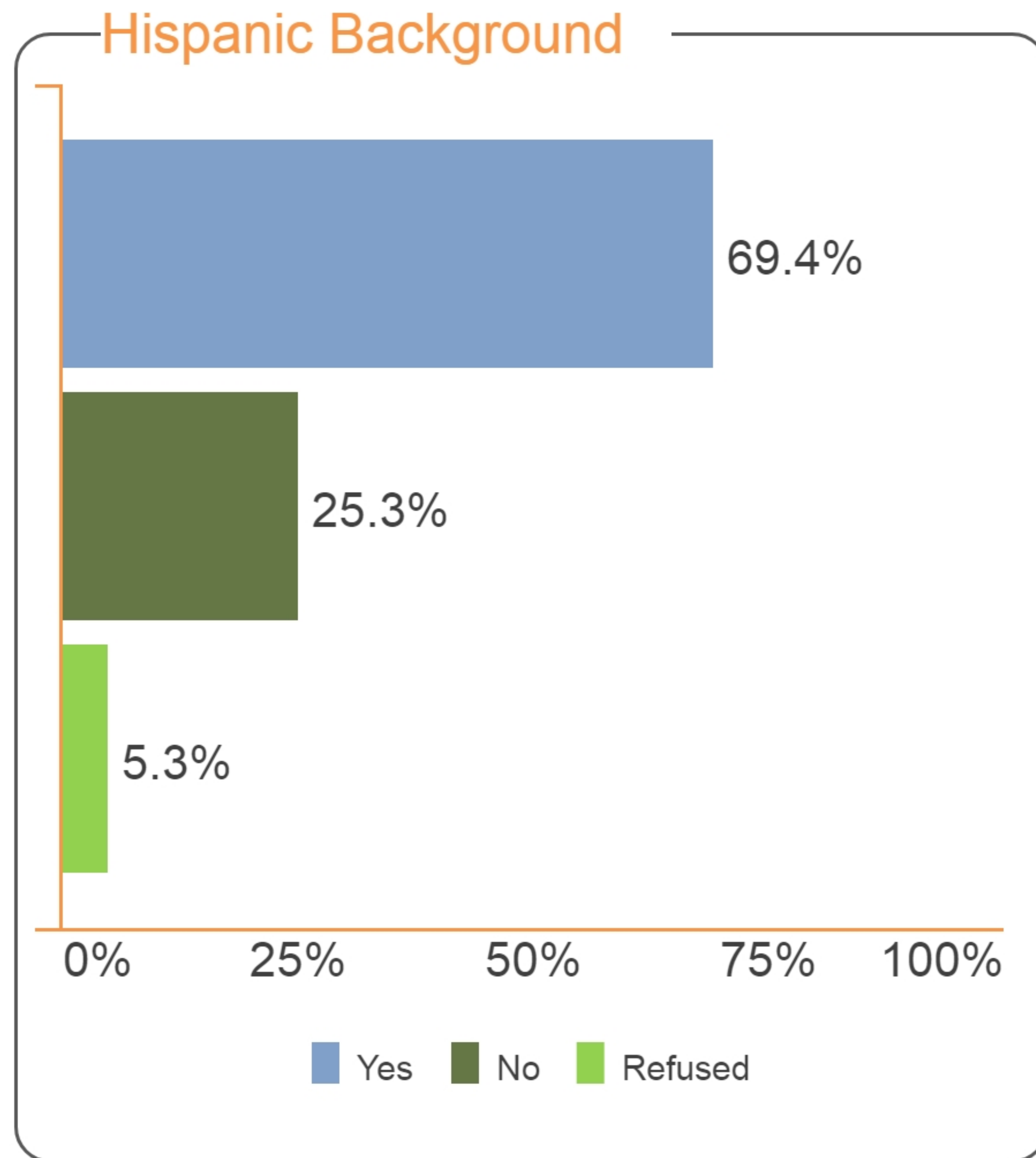
This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.





# Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.



# Table of Contents

---

SECTION ONE  
About GreatBlue

SECTION TWO  
Project Overview

**SECTION THREE**  
**Key Study Findings**

SECTION FOUR  
Considerations

SECTION FIVE  
Aggregate Data (Provided Separately)

0.0%

71.5%

would still purchase  
at an increased  
price point

23.3%

40.0%

0.0%

8.9%

5.4%

2.8%

0.0%

Negative Impact

No Impact

Positive Impact

Boomers

# Key Study Findings

- The majority of respondents, 84.5%, reported they are either "very satisfied" (35.1%) or "somewhat satisfied" (49.4%) with how the City of Watsonville is currently serving the community. Further, while two-fifths of respondents (40.3%) reported the City of Watsonville is about the same as it was three years ago, a similar frequency (37.8%) reported the city is better off now.
- Roughly two-fifths of surveyed residents indicated the development of affordable housing units (40.5%) and reducing crime (39.5%) should be the top priorities for the City of Watsonville in 2021, followed by over one-fifth who prioritized community policing (21.8%) and the maintenance of the community's infrastructure and facilities (21.6%).
- More than four-fifths of respondents reported drug use (85.2%), crime (83.5%) and gang activity (81.4%) are either "very prevalent" or "somewhat prevalent" issues in the City of Watsonville. Additionally, the majority of respondents (87.4%) indicated 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.
- The majority of surveyed residents (89.1%) indicated they are either "very satisfied" (55.6%) or "somewhat satisfied" (33.5%) with how the Watsonville Fire Department engages and interacts with the community.
- Seven-out-of-ten respondents (70.4%) reported fire safety education for children is one of the most important Fire Department services, followed by nearly three-fifths (57.3%) who indicated fire safety education for adults is most important.

# Key Study Findings

- More than four-fifths of surveyed residents, 82.6%, reported they are either "very satisfied" (34.0%) or "somewhat satisfied" (48.6%) with the Police Department's efforts to reduce crime in the City of Watsonville.
- Nearly three-quarters of respondents (73.2%) provided ratings of "excellent" or "good" for the Police Department "engaging in community events," while more than two-thirds of respondents rated the Police Department positively for "responding to community concerns" (68.2%) and "communicating information to the community" (67.5%).
- Roughly three-quarters of surveyed residents (74.1%) indicated they are either "very satisfied" or "somewhat satisfied" with the "opportunities to participate in community matters" in the City of Watsonville, while over two-thirds of respondents (68.7%) reported satisfaction with the "opportunities to volunteer" in Watsonville.
- Over three-fifths of respondents, 63.4%, rated the sense of community in the City of Watsonville as either "excellent" (17.7%) or "good" (45.7%), while three-fifths of respondents, 60.7%, rated the sense of inclusiveness and diversity in Watsonville as either "excellent" (15.5%) or "good" (45.2%).
- Three-quarters of surveyed residents (74.4%) reported the City of Watsonville is an "excellent" or "good" place to live, while two-thirds (66.0%) rated Watsonville positively as a place to raise children. Fewer respondents (59.6%) indicated the City of Watsonville is an "excellent" or "good" place to retire.
- More than three-fifths of respondents (61.4%) reported they would support paying an amount in sales tax for the improvement and expansion of recreation programs, parks and open space.

# Key Study Findings

- While over one-third of surveyed residents (37.7%) reported they currently walk and bike around Watsonville and there are no barriers to them doing so, roughly one-quarter of respondents indicated "I don't feel safe biking" (25.1%) and "I do not feel safe walking" (22.7%) as reasons for not doing so.
- Over three-quarters of respondents indicated they are either "very satisfied" or "somewhat satisfied with the "convenience of accessing quality parks from your home" (76.5%) and the "quality of parks" (76.2%) in Watsonville.
- More than three-fifths of surveyed residents reported they are either "very satisfied" or "somewhat satisfied" with the dining opportunities (63.9%) and shopping opportunities (61.2%) in the City of Watsonville.
- Nearly three-fifths of respondents, 56.6%, rated the City of Watsonville as either an "excellent" (23.1%) or "good" (33.5%) place to work, while one-half, 50.5%, rated Watsonville as either an "excellent" (21.2%) or "good" (29.3%) place to visit.
- The vast majority of surveyed residents reported they either "strongly support" or "somewhat support" the City of Watsonville creating additional jobs and housing near existing infrastructure to help preserve agricultural land and natural areas (95.5%) and encouraging new businesses downtown and reuse of historic buildings (94.5%).
- More than four-fifths of respondents, 84.1%, indicated housing security and homelessness are "very prevalent" (47.7%) or "somewhat prevalent" (36.4%) issues in the City of Watsonville.

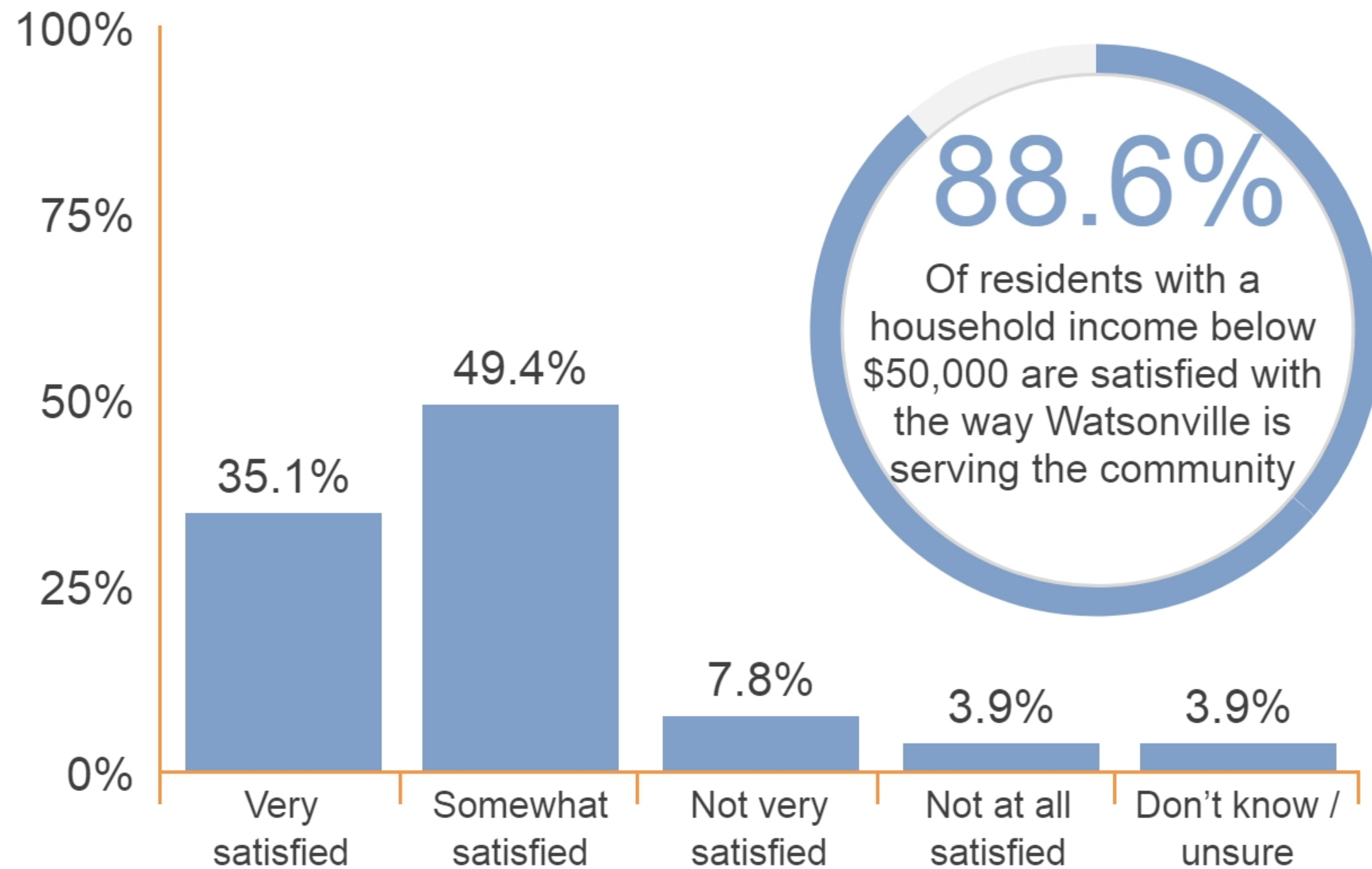
# Key Study Findings

- Nearly three-fifths of surveyed residents (58.7%) were aware the City of Watsonville tap water meets all State and Federal regulations for drinking water.
- When rating the overall job being done by Watsonville's utilities and public works, roughly three-quarters of respondents provided ratings of "excellent" or "good" for garbage (75.1%) and water (73.4%) services, while fewer respondents rated the Customer Service phone line (52.4%) and street repairs (42.6%) positively.
- Over three-fifths of surveyed residents (63.9%) reported paving and repairing streets and roads should be a priority among other Department of Public Works and Utilities projects, while one-half of respondents (50.1%) reported improving street lighting should be a priority.
- Nearly all respondents either "strongly agreed" or "somewhat agreed" that the City of Watsonville library "contributes to a positive quality of life in Watsonville" (98.2%) and that "the library contributes to lifelong learning" (98.0%).
- Nearly two-fifths of surveyed residents (37.0%) reported currently receiving information from the City of Watsonville on social media, with roughly one-third (32.9%) indicating a preference for receiving this information on social media. Additionally, one-third of respondents (33.4%) reported currently receiving information from Watsonville through newsletters, with 30.1% reporting a preference for receiving information this way.
- Seven-out-of-ten respondents (70.0%) indicated the frequency at which they currently receive information from the City of Watsonville is "about right," while over one-fifth of respondents (22.2%) reported the current frequency of communication is "not enough."

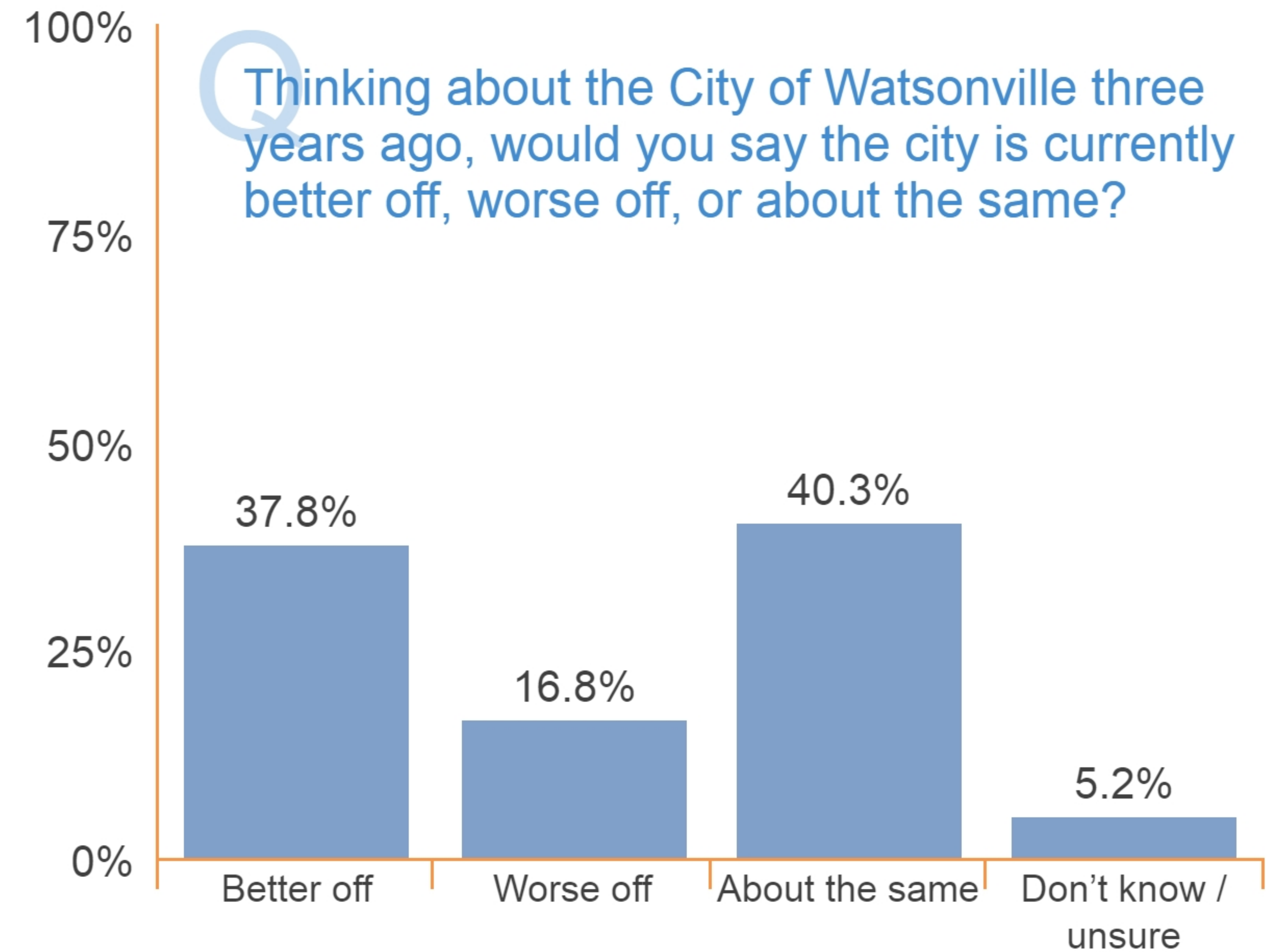
# Satisfied with Watsonville serving the community

Over four-fifths of surveyed residents, 84.5%, indicated they are either "very satisfied" (35.1%) or "somewhat satisfied" (49.4%) with how the City of Watsonville is currently serving the community. Of note, more residents with a household income lower than \$50,000 (88.6%) reported satisfaction with the way Watsonville is serving the community than residents with a household income of \$50,000 or more (82.5%). Further, nearly two-fifths of respondents (37.8%) reported the City of Watsonville is better off than three years ago, while a similar frequency (40.3%) reported the city is about the same.

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



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

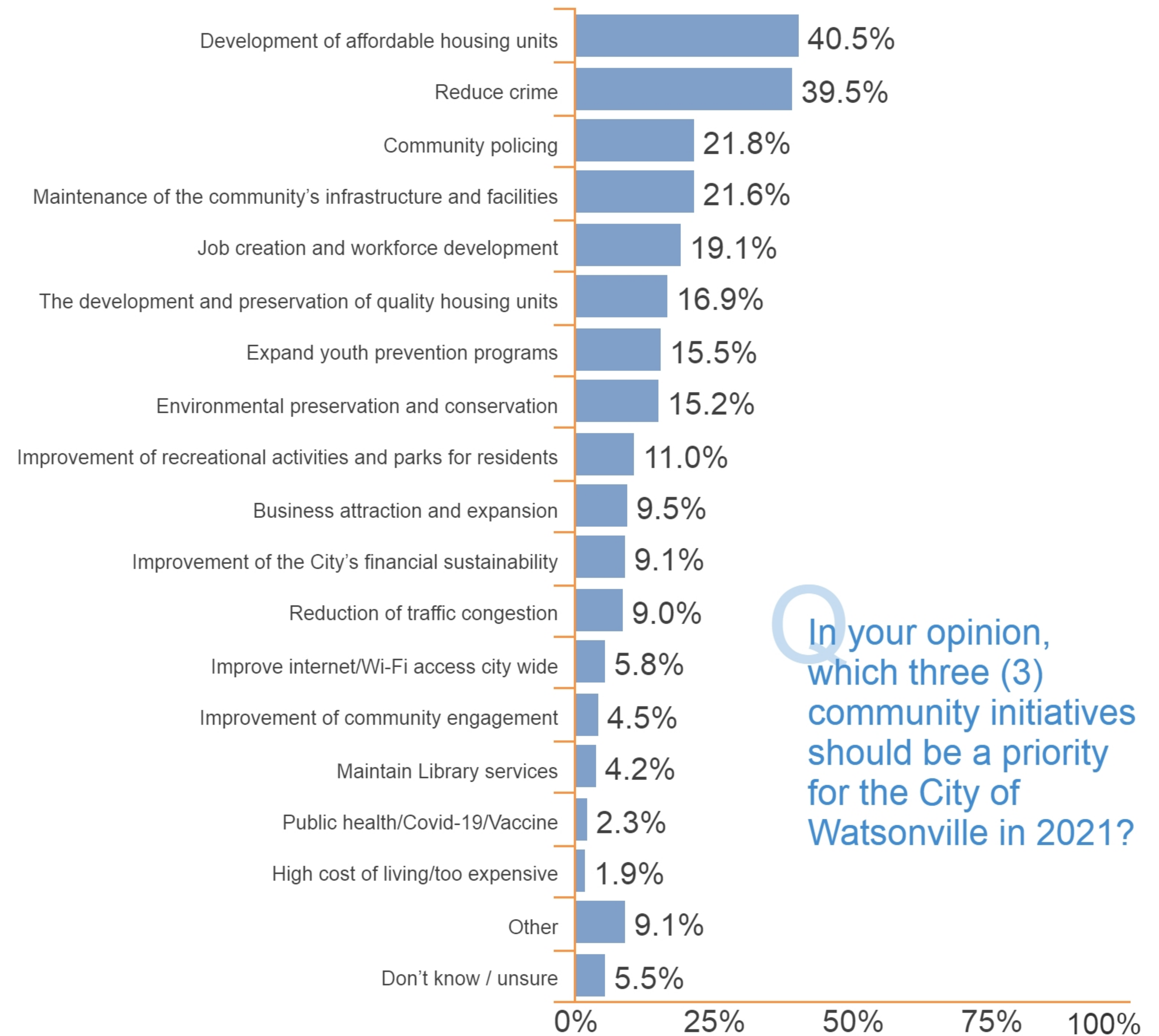


# Prioritize affordable housing and crime reduction

Roughly two-fifths of respondents indicated the development of affordable housing units (40.5%) and reducing crime (39.5%) should be priorities for the City of Watsonville in 2021.

Over one-fifth of surveyed residents also prioritized community policing (21.8%) and the maintenance of the community's infrastructure and facilities (21.6%).

Notably, fewer respondents 55 years of age and older (27.6%) prioritized the development of affordable housing units compared to respondents 18 to 34 years of age (46.8%) or 35 to 54 years of age (50.0%).



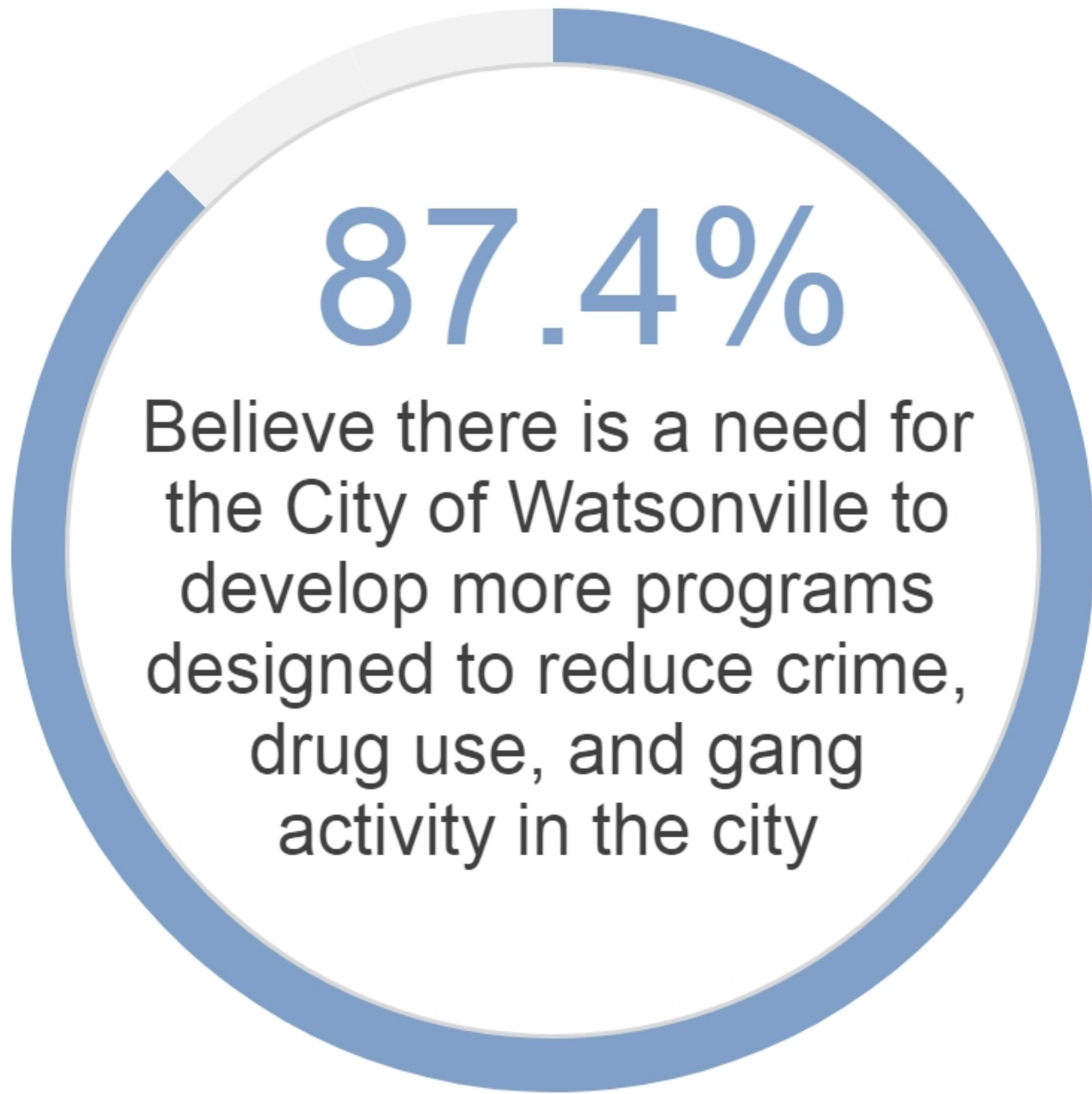
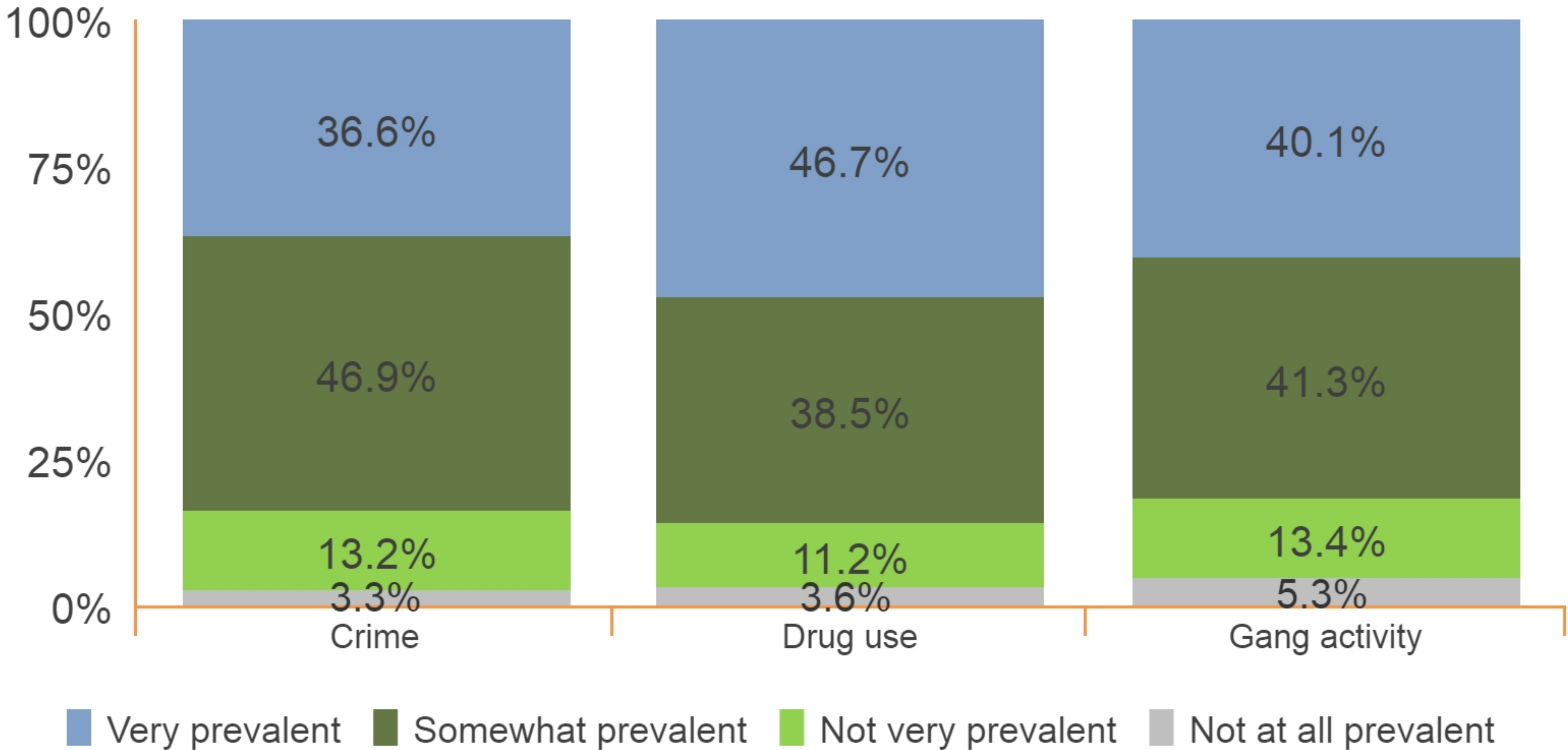
In your opinion, which three (3) community initiatives should be a priority for the City of Watsonville in 2021?



# Believe crime, drug use and gang activity are prevalent

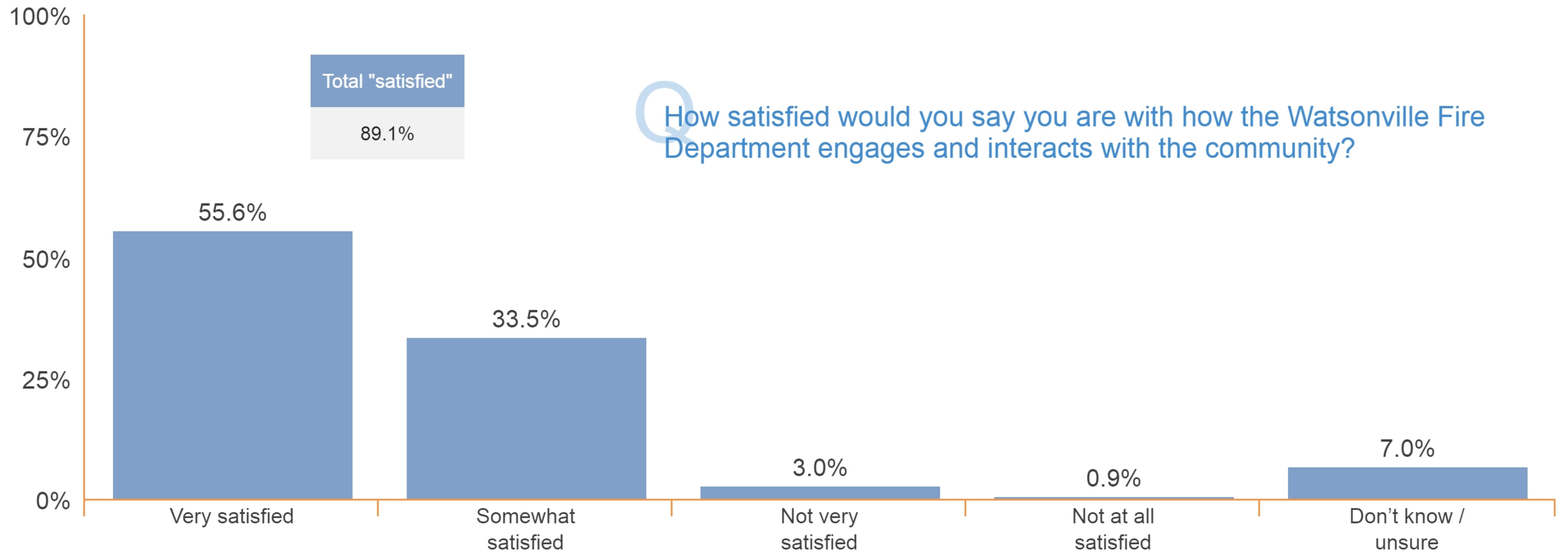
Over four-fifths of surveyed residents reported believing that drug use (85.2%), crime (83.5%) and gang activity (81.4%) are either "very prevalent" or "somewhat prevalent" issues in the City of Watsonville. Further, the majority of respondents (87.4%) indicated there is a need for the City of Watsonville to develop more programs designed to reduce crime, drug use, and gang activity in the city. Of note, more respondents 35 to 54 years of age (85.5%) reported gang activity is a prevalent issue in the City of Watsonville than respondents 55 years of age and older (78.8%) or 18 to 34 years of age (78.4%).

How prevalent of an issue would you say are the following in the City of Watsonville? (w/o "don't know" responses)



# Satisfied with the Fire Department

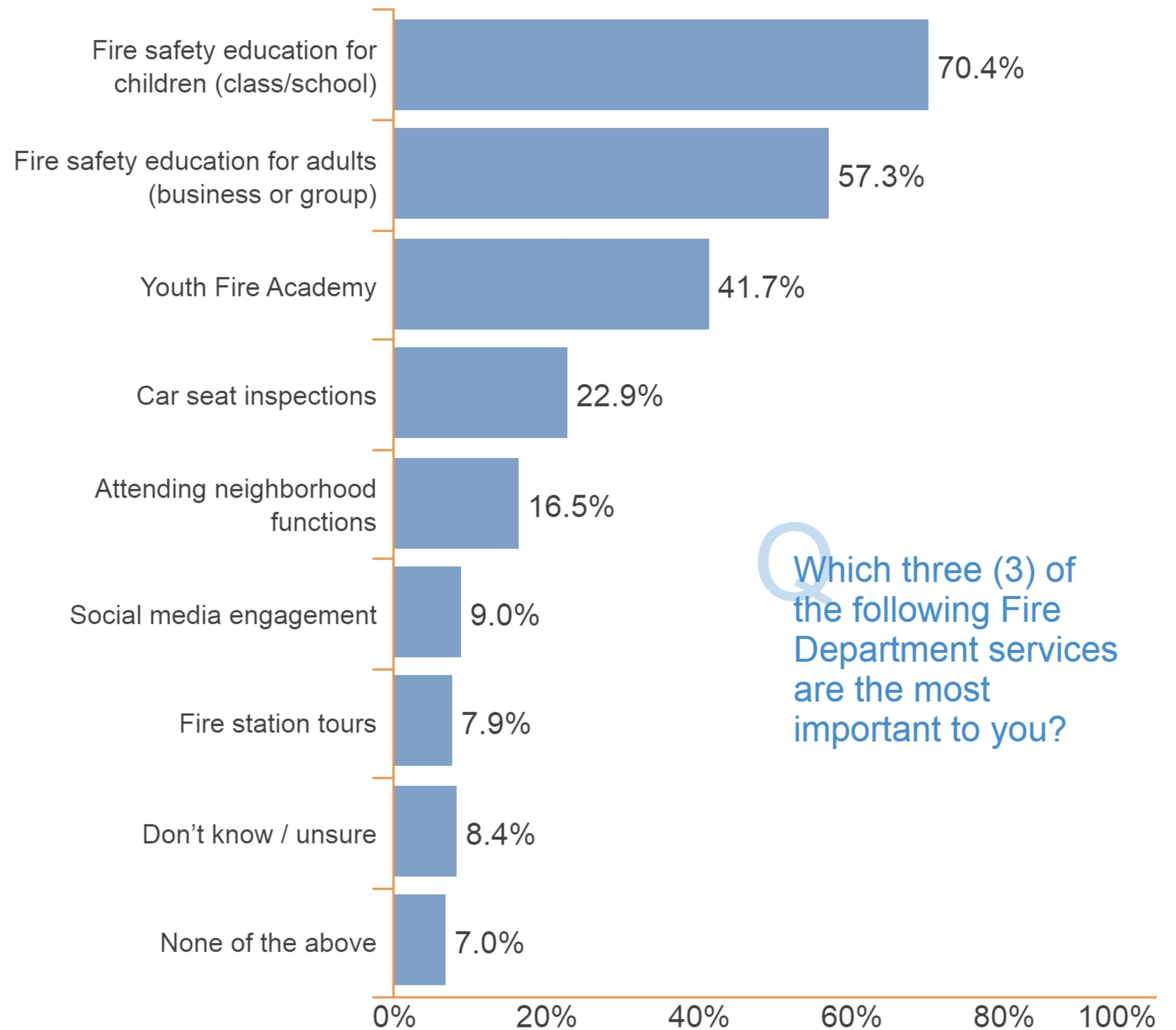
Nearly nine-out-of-ten surveyed residents (89.1%) indicated they are either "very satisfied" (55.6%) or "somewhat satisfied" (33.5%) with how the Watsonville Fire Department engages and interacts with the community. Notably, more respondents with a household income less than \$50,000 (92.2%) reported satisfaction with Watsonville Fire Department's interactions with the community than those with a household income of \$50,000 or more (83.3%).



# Find fire safety education important

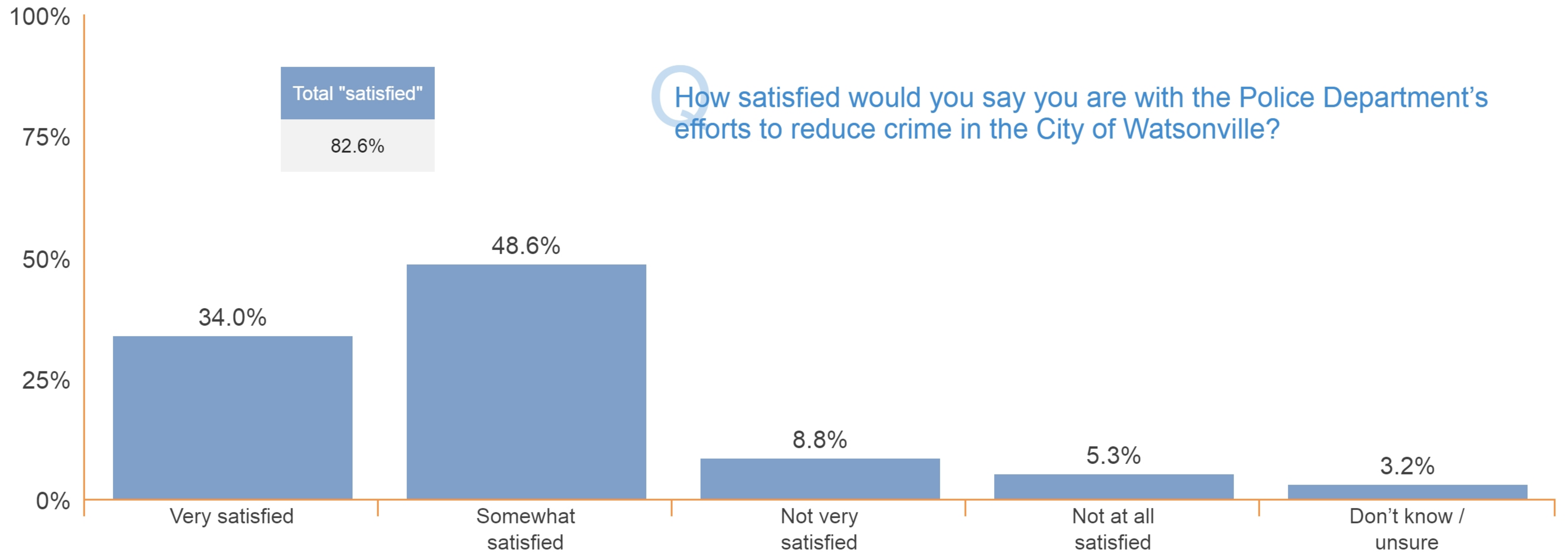
When asked to indicate which Fire Department services are most important to them, seven-out-of-ten respondents (70.4%) reported fire safety education for children is most important, followed by nearly three-fifths of respondents (57.3%) who indicated fire safety education for adults is most important to them.

Notably, more respondents 35 to 54 years of age prioritized fire safety education for children (76.0%) and adults (64.4%) than respondents 18 to 34 years of age (74.7% and 58.4%, respectively) or 55 years of age and older (63.3% and 51.3%, respectively).



# Satisfied with police department crime reduction efforts

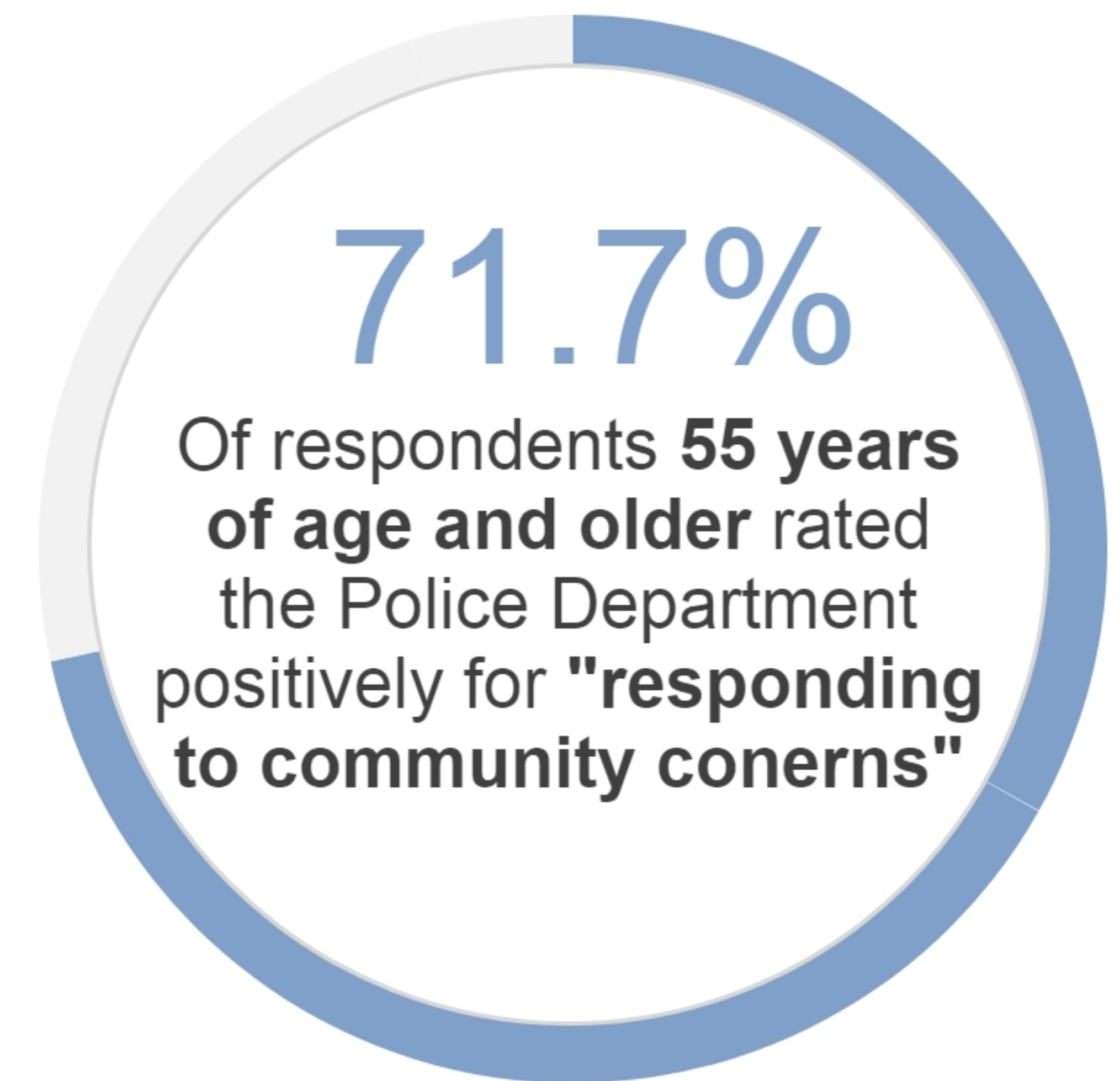
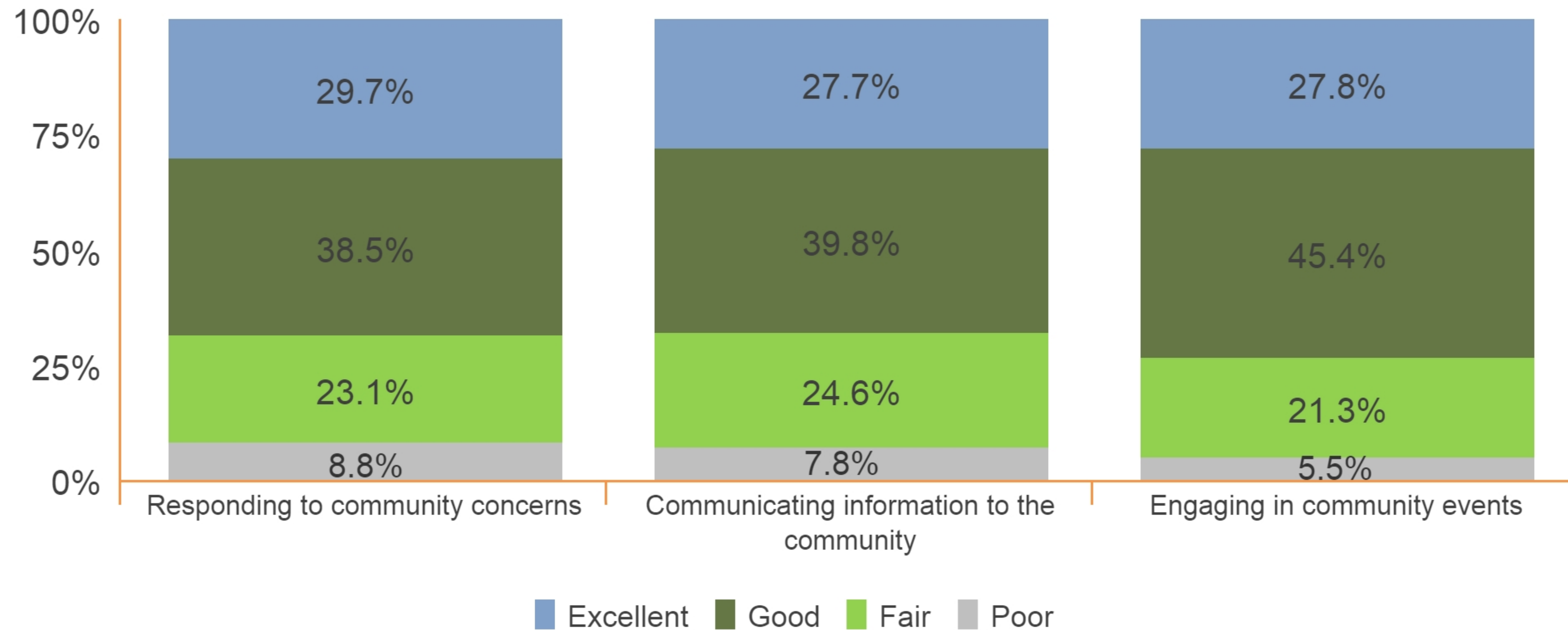
Over four-fifths of surveyed residents, 82.6%, reported they are either "very satisfied" (34.0%) or "somewhat satisfied" (48.6%) with the Police Department's efforts to reduce crime in the City of Watsonville. Of note, more respondents who own their residence (86.3%) reported satisfaction with the Police Department's efforts to reduce crime in the City of Watsonville than those who rent their residence (78.6%).



# Police rated positively for community engagement

Nearly three-quarters of respondents (73.2%) provided ratings of "excellent" or "good" for the Police Department "engaging in community events," while more than two-thirds of respondents rated the Police Department positively for "responding to community concerns" (68.2%) and "communicating information to the community" (67.5%). Of note, more respondents 55 years of age and older (71.7%) rated the Police Department positively for "responding to community concerns" than respondents 35 to 54 years of age (67.8%) or 18 to 34 years of age (61.6%).

How well would you say the Police Department performs in the following areas? Please use a scale of "excellent," "good," "fair" and "poor." (w/o "don't know" responses)

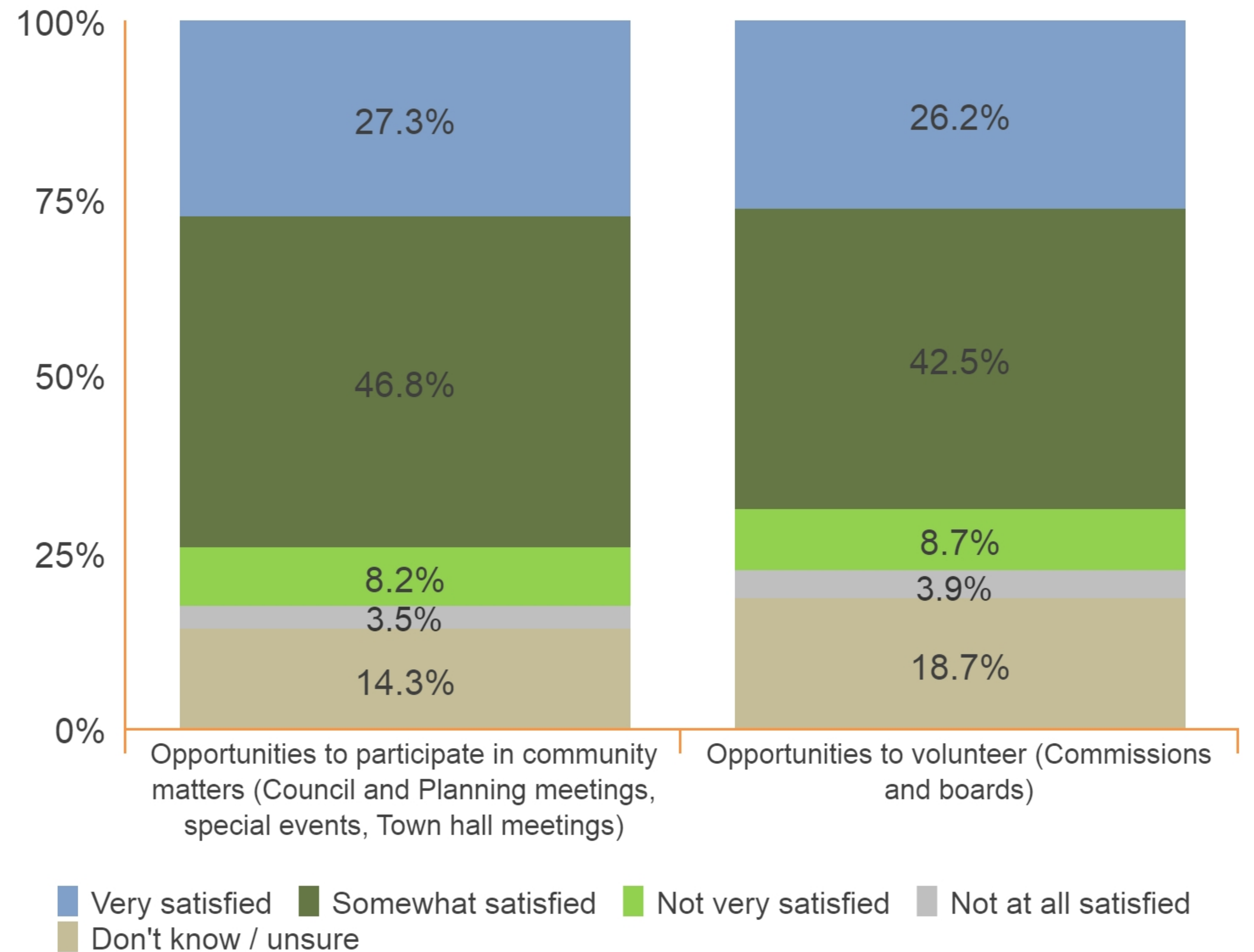


# Satisfied with ability to participate in community matters

Roughly three-quarters of respondents (74.1%) reported they are either "very satisfied" or "somewhat satisfied" with the "opportunities to participate in community matters" in the City of Watsonville, while over two-thirds of respondents (68.7%) reported they are satisfied with the "opportunities to volunteer" in Watsonville.

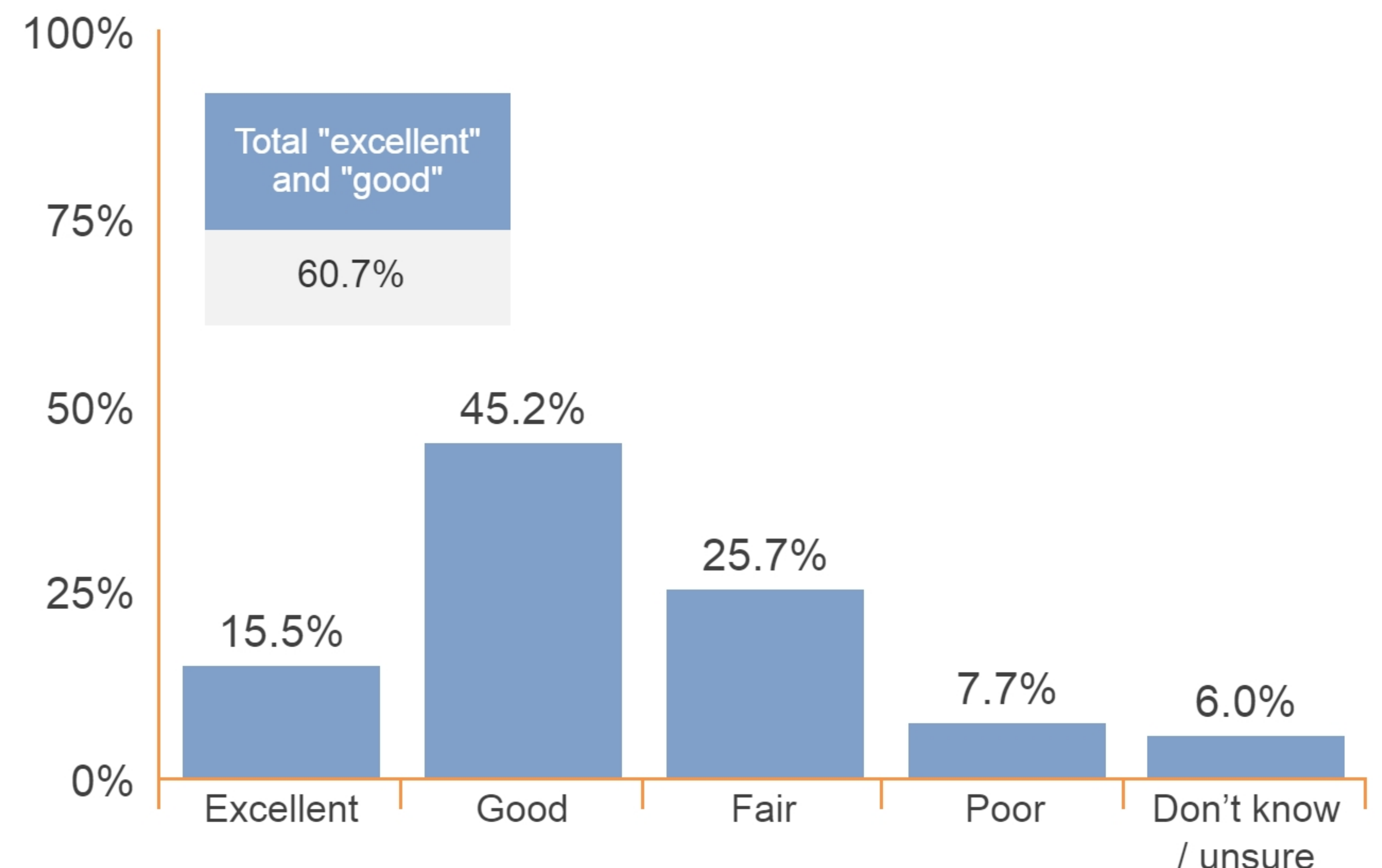
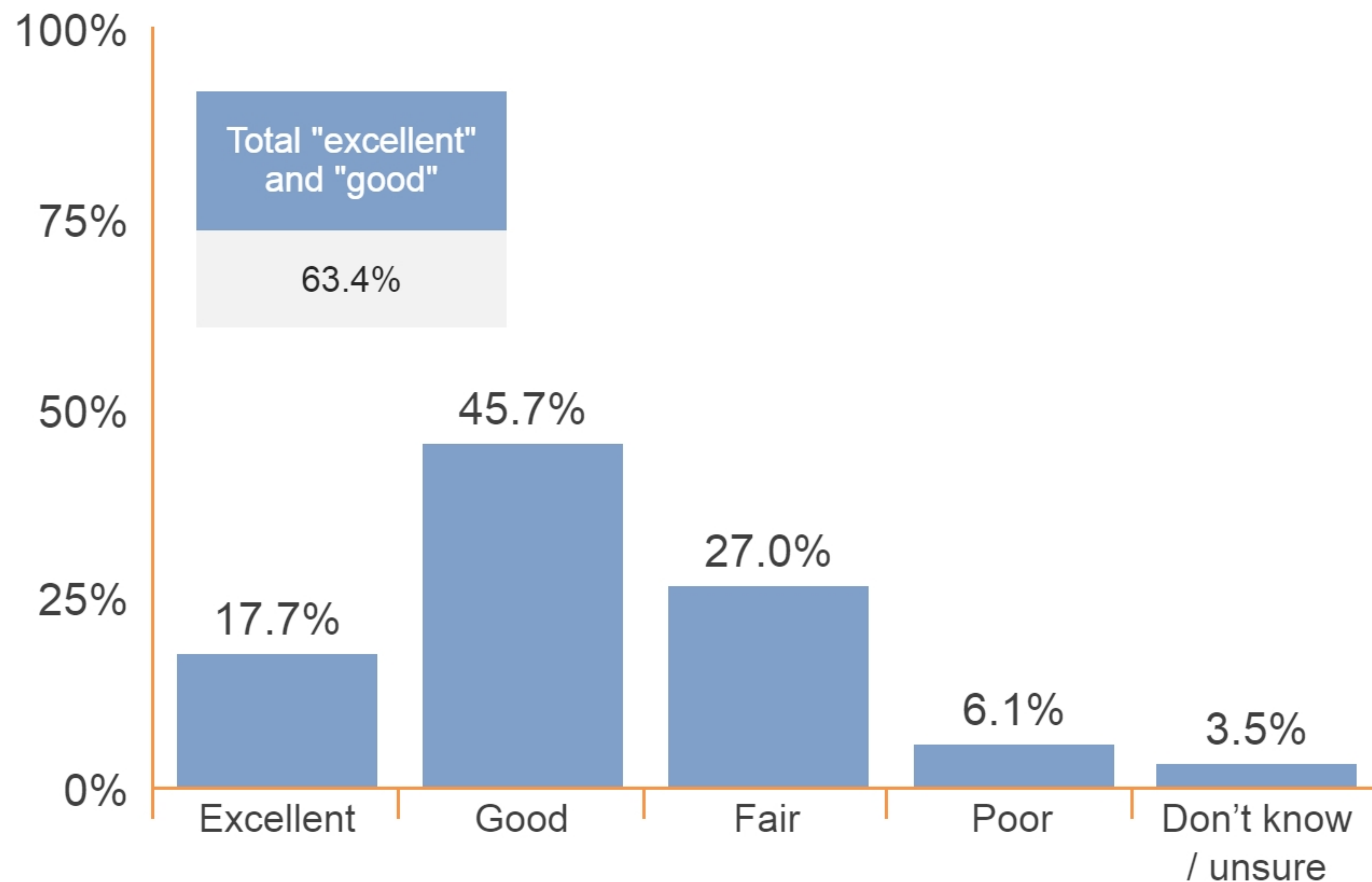
Of note, 14.3% of respondents were unsure of their satisfaction with the "opportunities to participate in community matters," and 18.7% were unsure of their satisfaction with the "opportunities to volunteer" in Watsonville.

How satisfied are you with the following aspects of the City of Watsonville community? Would you say you are "very satisfied," "somewhat satisfied," "not very satisfied" or "not at all satisfied" with the following:



# Some rate community and diversity positively

Over three-fifths of surveyed residents, 63.4%, rated the sense of community in the City of Watsonville as either "excellent" (17.7%) or "good" (45.7%). Meanwhile, three-fifths of respondents, 60.7%, rated the sense of inclusiveness and diversity in the City of Watsonville as either "excellent" (15.5%) or "good" (45.2%). More respondents who indicated they are of Hispanic background rated the City of Watsonville positively for its sense of community (66.5%) and sense of inclusiveness and diversity (64.3%) than those respondents who indicated they are not of Hispanic background (59.5% and 54.3%, respectively).



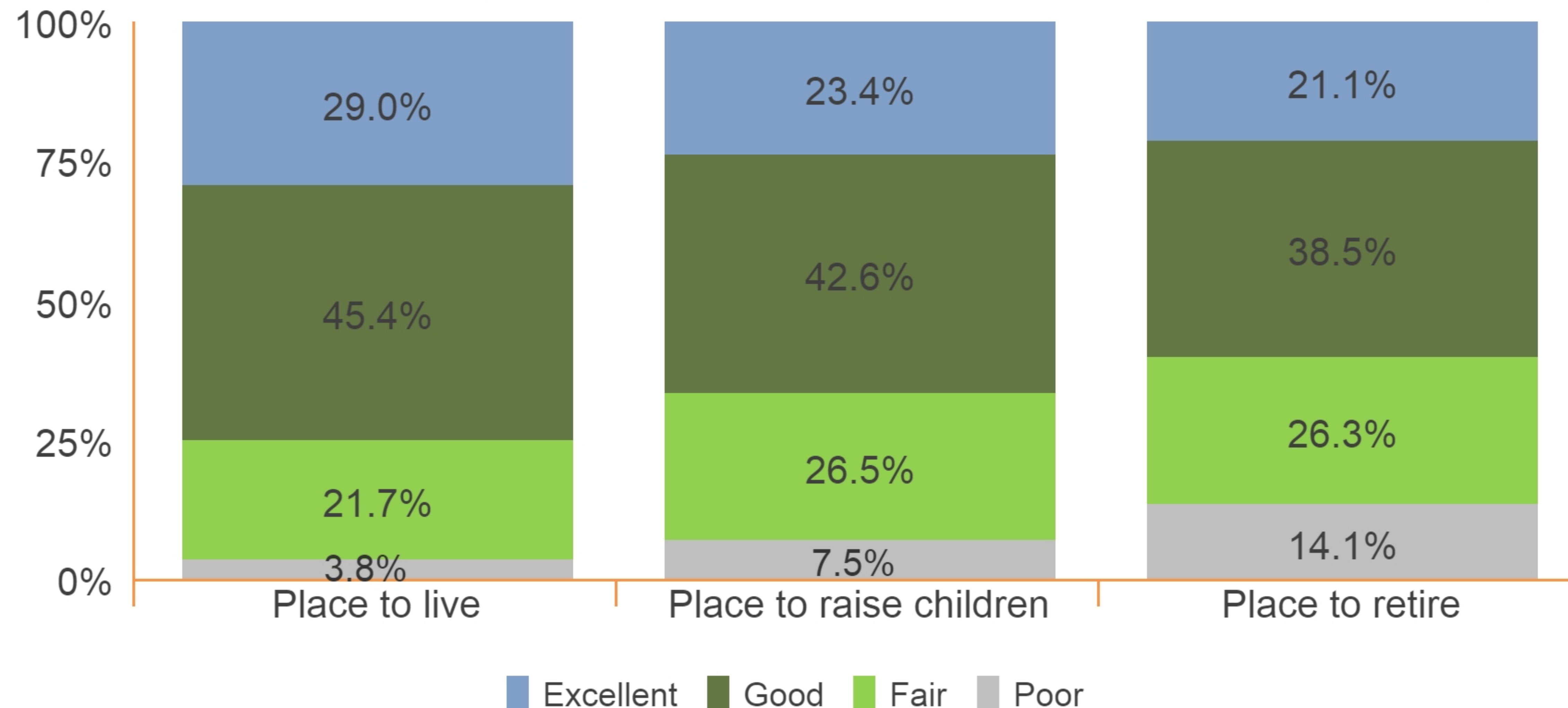
How would you rate the **sense of community** in the City of Watsonville? Would you say it is...

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

# Watsonville rated as an excellent or good place to live

Three-quarters of respondents (74.4%) rated the City of Watsonville as "excellent" or "good" as a place to live, while two-thirds (66.0%) rated Watsonville positively as a place to raise children. Fewer surveyed residents (59.6%) indicated the City of Watsonville is an "excellent" or "good" place to retire. Notably, more respondents 55 years of age and older (79.9%) rated the City of Watsonville as an "excellent" or "good" place to live than those 18 to 34 years of age (71.4%) or 35 to 54 years of age (71.2%).

Now, using a scale of "excellent," "good," "fair" and "poor," please tell me how you would rate the City of Watsonville as a... (w/o "don't know" responses)

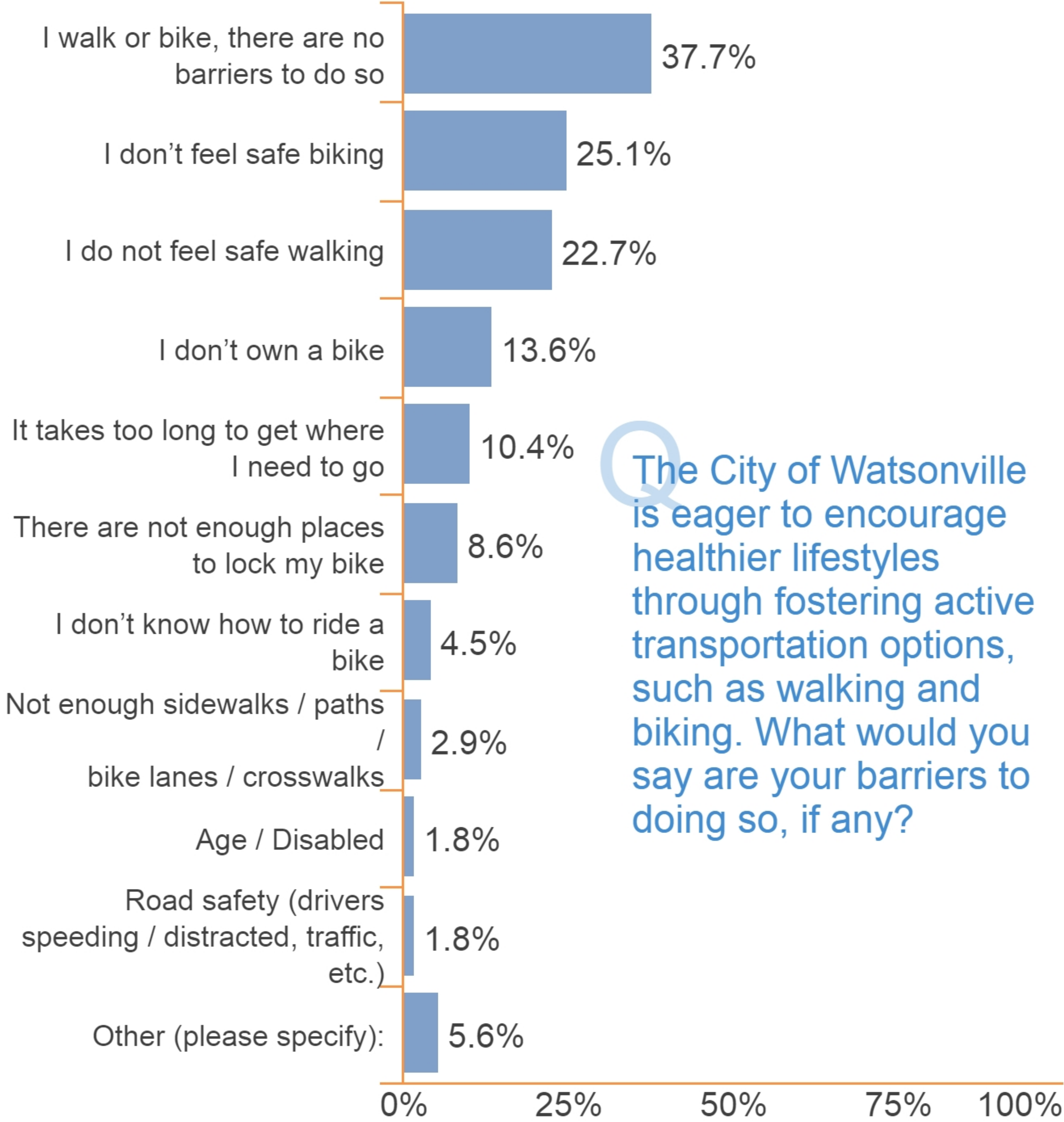
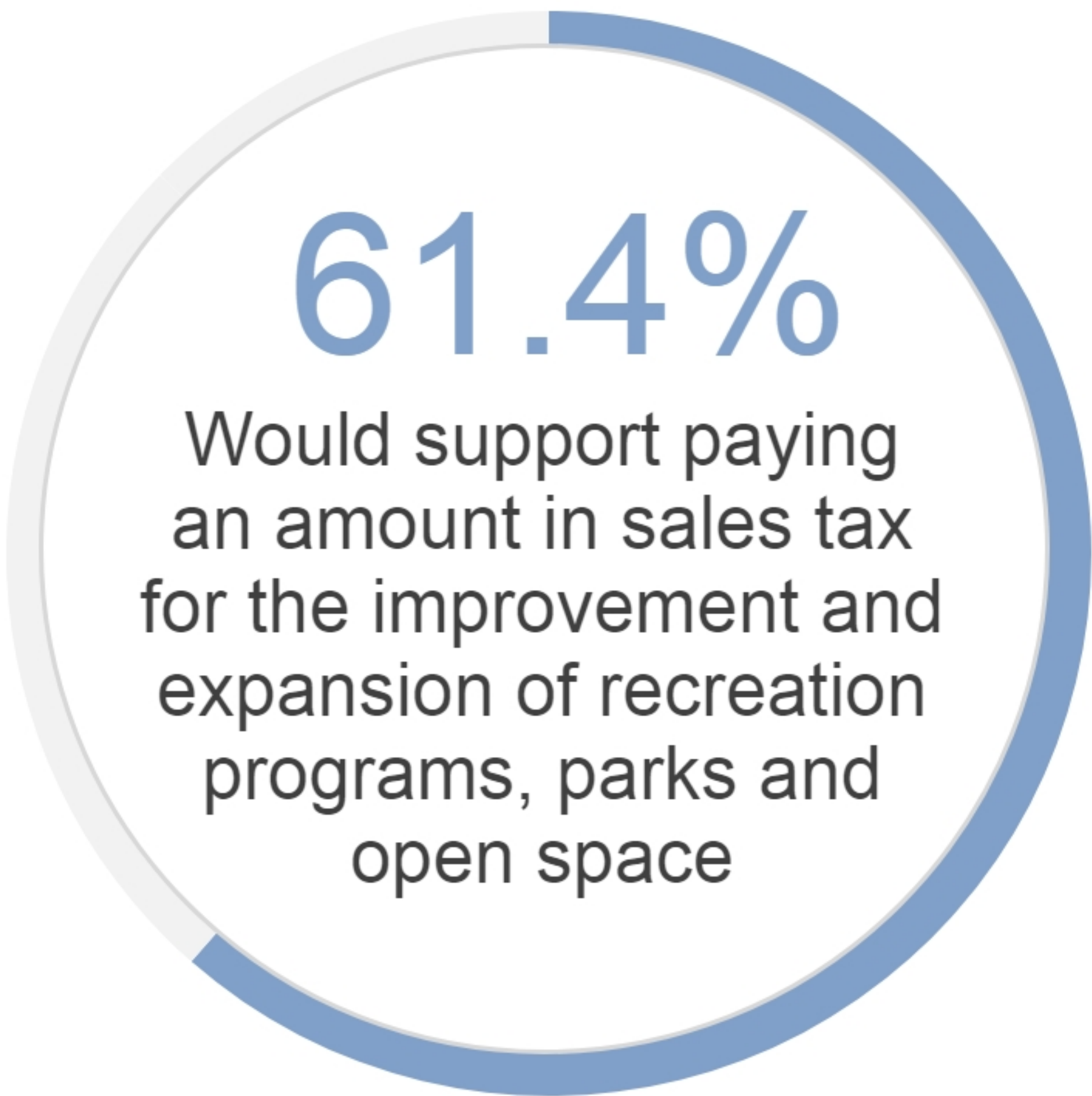




# Safety primary reason for not biking and walking

Over three-fifths of surveyed residents (61.4%) reported they would support paying an amount in sales tax for the improvement and expansion of recreation programs, parks and open space.

While over one-third of respondents (37.7%) indicated they currently walk and bike around Watsonville and there are no barriers to doing so, roughly one-quarter of respondents indicated "I don't feel safe biking" (25.1%) and "I do not feel safe walking" (22.7%) as reasons for not doing so.



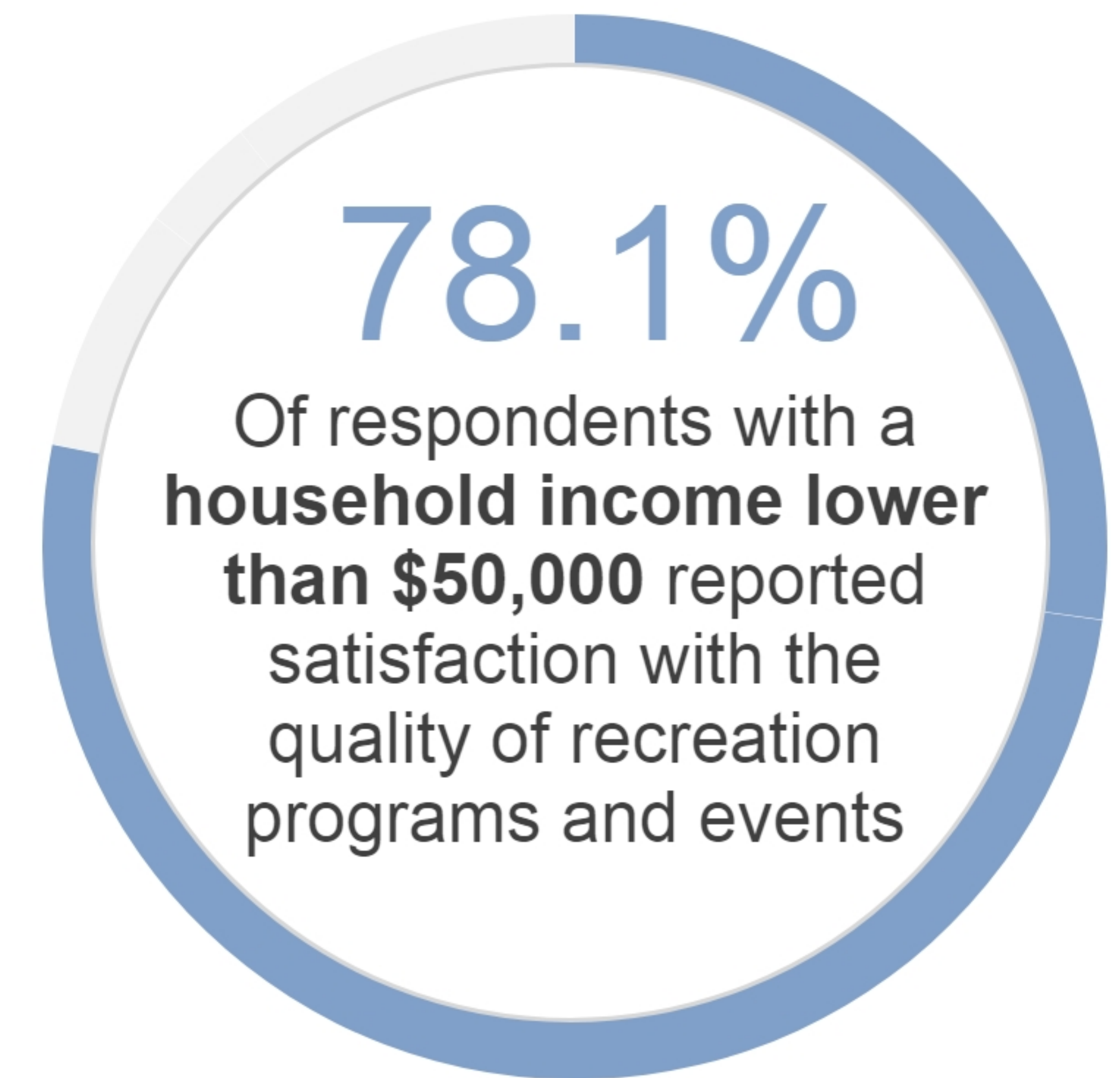
The City of Watsonville is eager to encourage healthier lifestyles through fostering active transportation options, such as walking and biking. What would you say are your barriers to doing so, if any?

# Satisfied with convenience and quality of parks

Over three-quarters of respondents indicated they are either "very satisfied" or "somewhat satisfied" with the "convenience of accessing quality parks from your home" (76.5%) and the "quality of parks" (76.2%) in Watsonville. Further, over two-thirds of respondents reported satisfaction with Watsonville's "quality of recreation programs and events" (69.2%), the "affordability of recreation programs and events" (68.1%) and the "convenience of time and location of programs and events" (67.9%). Of note, more respondents with a household income lower than \$50,000 reported satisfaction with "the quality of recreation programs and events" (78.1%) and the "availability of recreation programs that meet my/my family's needs and interests" (75.4%) compared to those with a household income of \$50,000 or more (62.6% and 60.8%, respectively).

How satisfied would you say you are with the following characteristics of the City of Watsonville's recreation (including youth and adult sports, after school programs and activities), parks and wellness offerings? Would you say you are "very satisfied," "somewhat satisfied," "not very satisfied" or "not at all satisfied" with the following:

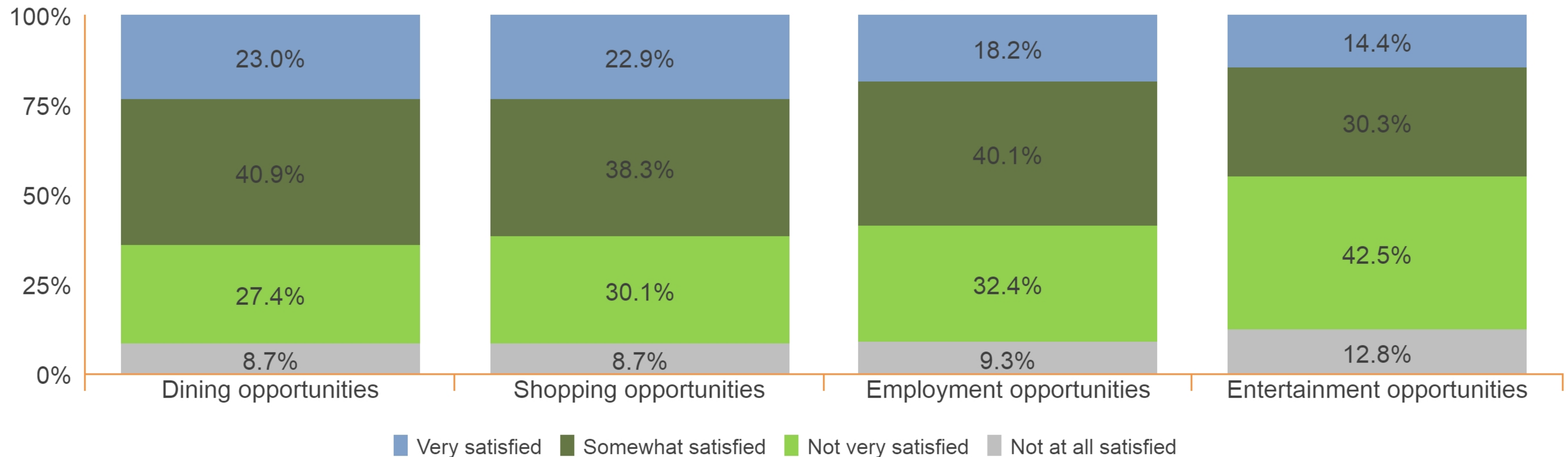
	Total "satisfied"	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Don't know / unsure
Convenience of accessing quality parks from your home	76.5	34.2	42.3	9.1	7.5	6.9
The quality of parks	76.2	31.8	44.4	10.6	6.6	6.5
The quality of recreation programs and events	69.2	24.9	44.3	7.9	7.1	15.7
Affordability of recreation programs and events	68.1	24.3	43.8	6.9	6.4	18.7
Convenience of time and location of programs and events	67.9	21.9	46.0	7.5	6.2	18.3
Availability of recreation programs that meet my/my family's needs and interests	66.0	23.1	42.9	7.5	10.0	16.5



# Satisfied with dining and shopping opportunities

More than three-fifths of surveyed residents indicated they are either "very satisfied" or "somewhat satisfied" with the dining opportunities (63.9%) and shopping opportunities (61.2%) in the City of Watsonville. Further, nearly three-fifths of respondents (58.3%) reported satisfaction with the employment opportunities in Watsonville, while less than one-half (44.7%) indicated they are satisfied with the entertainment opportunities in Watsonville.

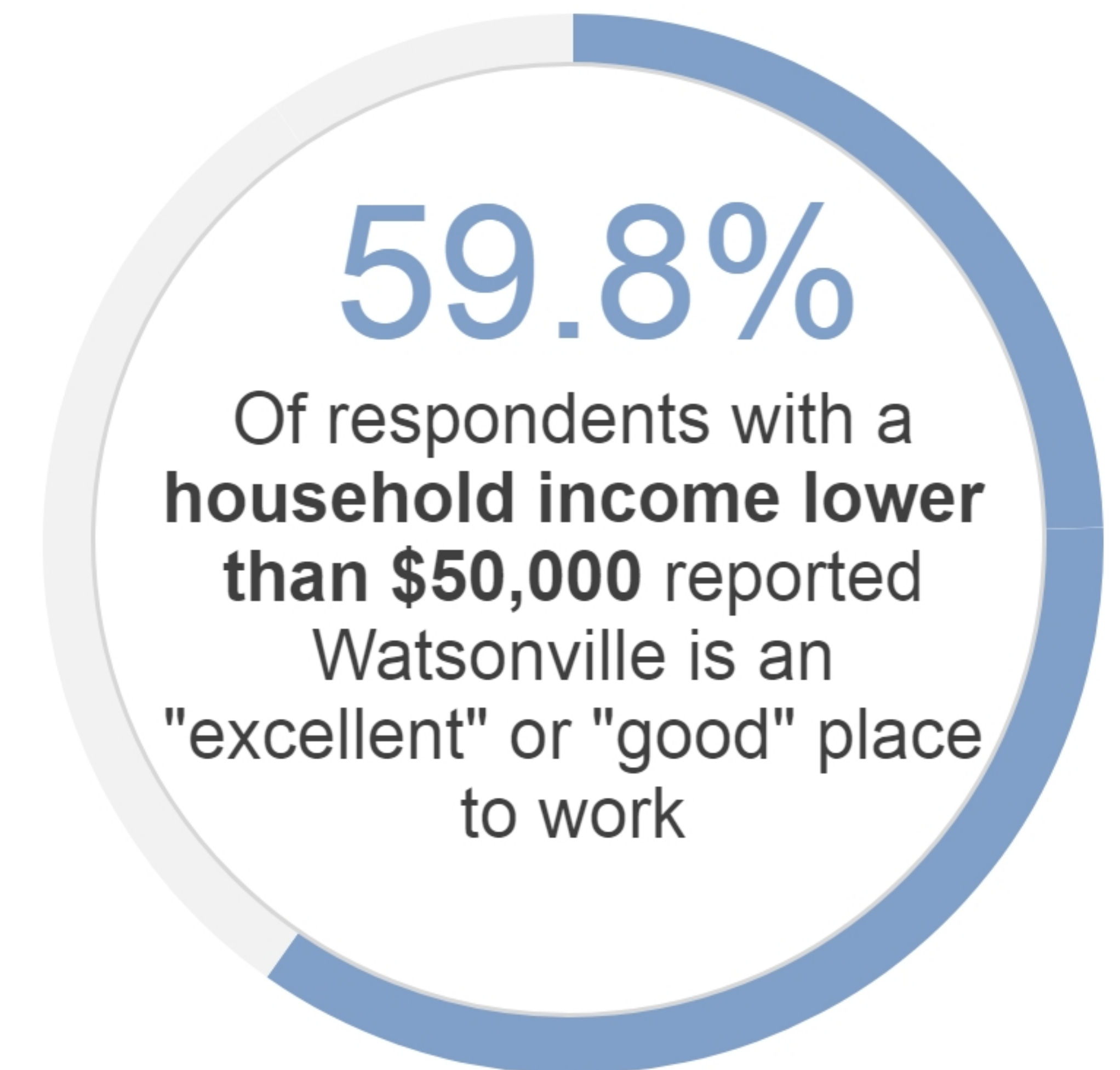
Now, I will read a list of characteristics pertaining to the economy of the City of Watsonville. For each, please indicate how satisfied you are with each aspect of the City of Watsonville's economy. (w/o "don't know" responses)



# Some rate Watsonville positively as a place to work

Nearly three-fifths of surveyed residents, 56.6%, rated the City of Watsonville as either an "excellent" (23.1%) or "good" (33.5%) place to work, while one-half, 50.5%, rated Watsonville as either an "excellent" (21.2%) or "good" (29.3%) place to visit. A higher frequency of respondents with a household income lower than \$50,000 (59.8%) reported Watsonville is an "excellent" or "good" place to work than those with a household income of \$50,000 or more (45.0%).

Now, please tell me, using a scale of "excellent," "good," "fair" and "poor," how you would rate the City of Watsonville as a... (w/o "don't know" responses)

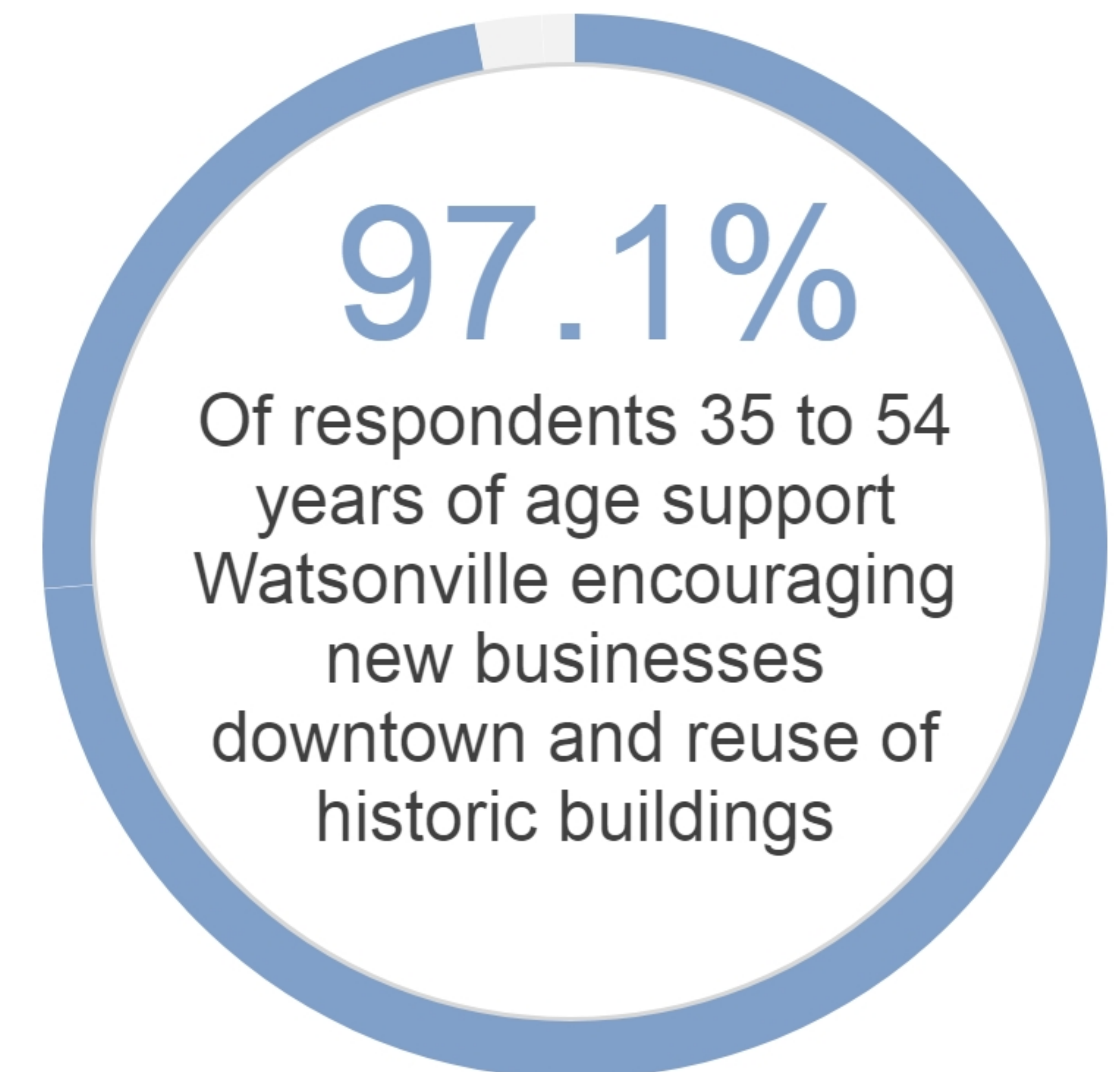


# Support creation of jobs and housing

Nearly all surveyed residents, 95.5%, reported they either "strongly support" (69.3%) or "somewhat support" (26.2%) the City of Watsonville creating additional jobs and housing near existing infrastructure to help preserve agricultural land and natural areas. Further, over nine-tenths of respondents supported initiatives regarding Watsonville's downtown area, such as encouraging new businesses downtown and reuse of historic buildings (94.5%) and increasing development downtown to bring more jobs and housing to the community" (92.6%). Notably, more respondents 35 to 54 years of age (97.1%) supported Watsonville encouraging new businesses downtown and reuse of historic buildings than those 18 to 34 years of age (92.0%) or 55 years of age and older (93.0%).

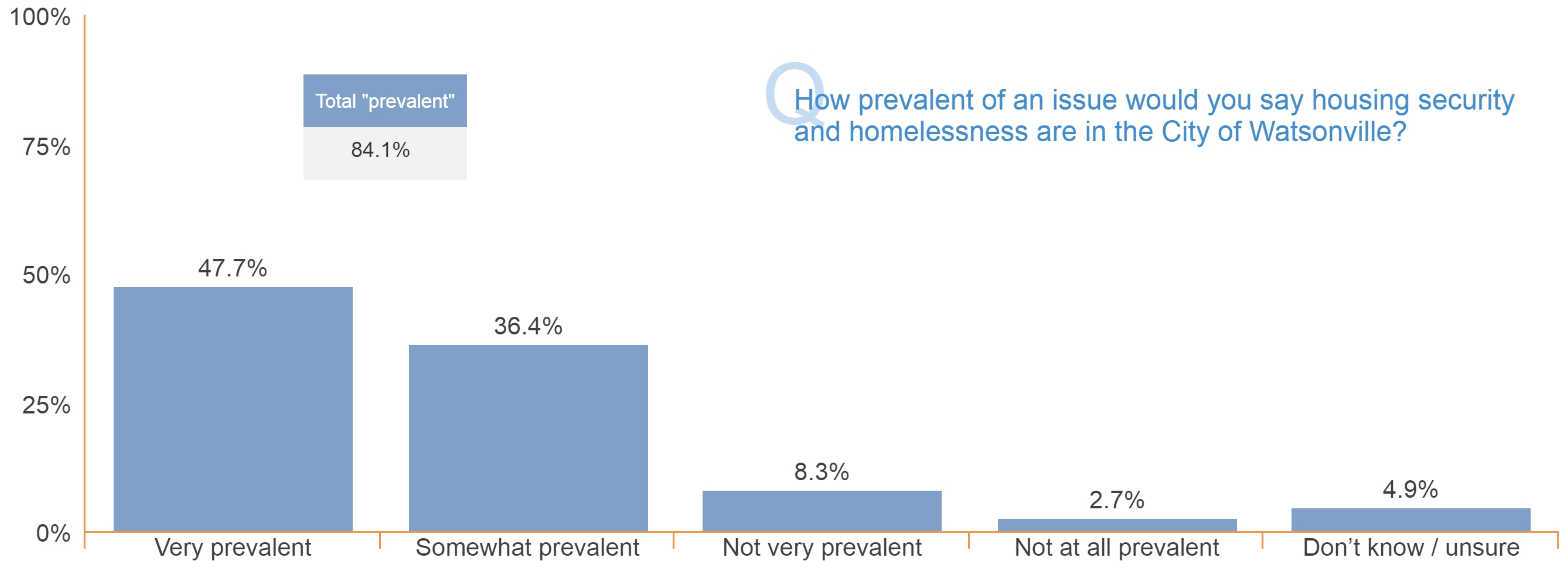
Q Next, I will read you a series of actions the City of Watsonville is considering regarding the creation of houses and jobs in the city. For each, please tell me if you "strongly support," "somewhat support," "somewhat oppose" or "strongly oppose" the City of Watsonville taking that measure. (w/o "don't know" responses)

	Total "support"	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Creating additional jobs and housing near existing infrastructure, such as roads and utilities, to help preserve and protect agricultural land and natural areas	95.5	69.3	26.2	2.7	1.8
Encouraging new businesses downtown and adaptive reuse of historic buildings to foster a vibrant downtown	94.5	71.0	23.5	2.3	3.2
Increasing development downtown in an effort to bring more jobs and housing to the community	92.5	64.8	27.8	4.6	2.9
Encouraging more housing developments in town	83.4	56.3	27.0	10.9	5.7



# Find housing security and homelessness prevalent

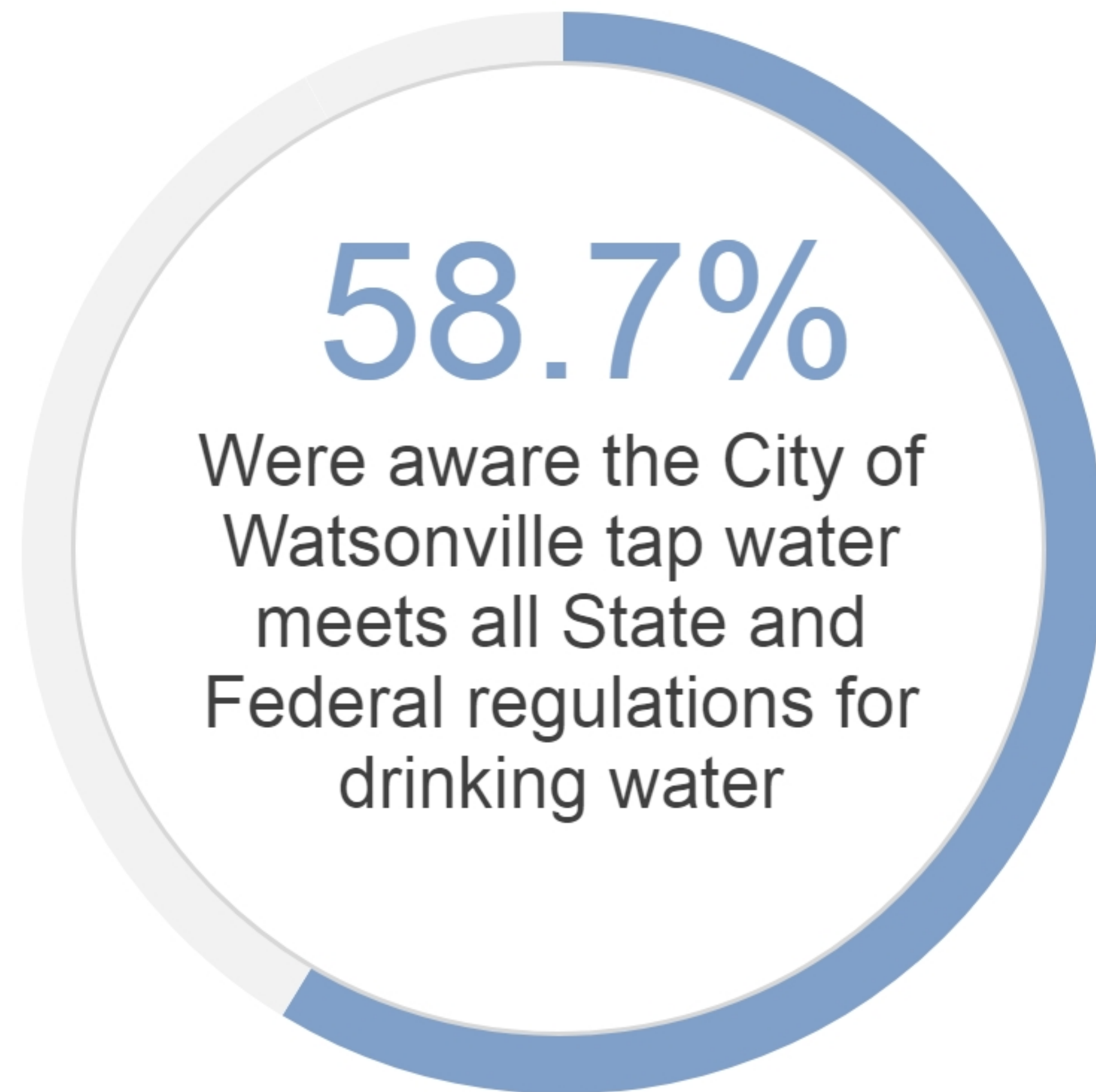
Over four-fifths of surveyed residents, 84.1%, reported housing security and homelessness are "very prevalent" (47.7%) or "somewhat prevalent" (36.4%) issues in the City of Watsonville. Of note, a higher frequency of respondents with a household income of \$50,000 or more (91.5%) indicated housing security and homelessness in Watsonville are prevalent issues than those with a household income lower than \$50,000 (82.0%).



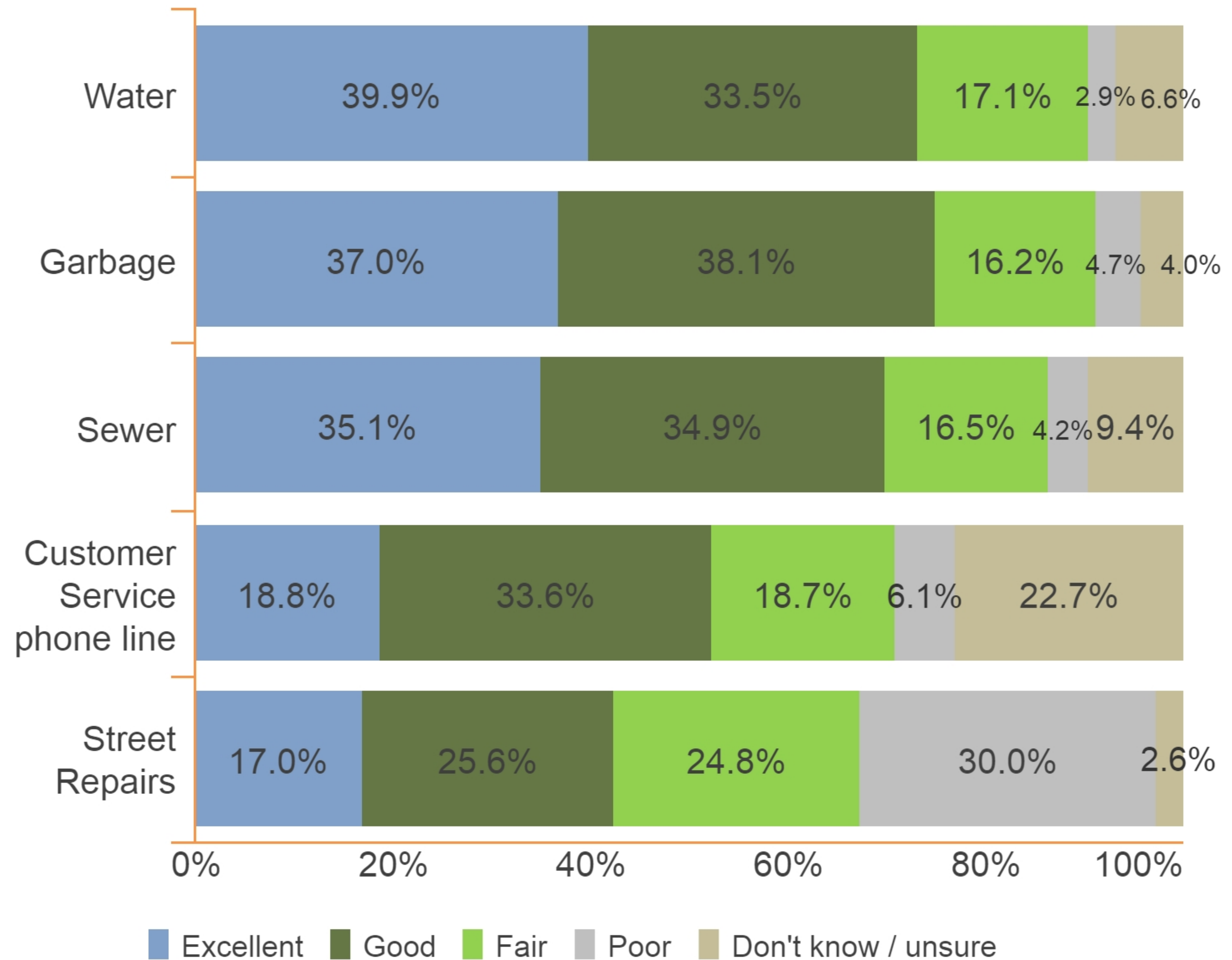
# Garbage and water service rated positively

Nearly three-fifths of respondents (58.7%) were aware the City of Watsonville tap water meets all State and Federal regulations for drinking water.

When rating the overall job being done by Watsonville's utilities and public works, roughly three-quarters of respondents provided ratings of "excellent" or "good" for garbage (75.1%) and water (73.4%) services, while fewer respondents rated the Customer Service Phone line (52.4%) and street repairs (42.6%) positively.



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



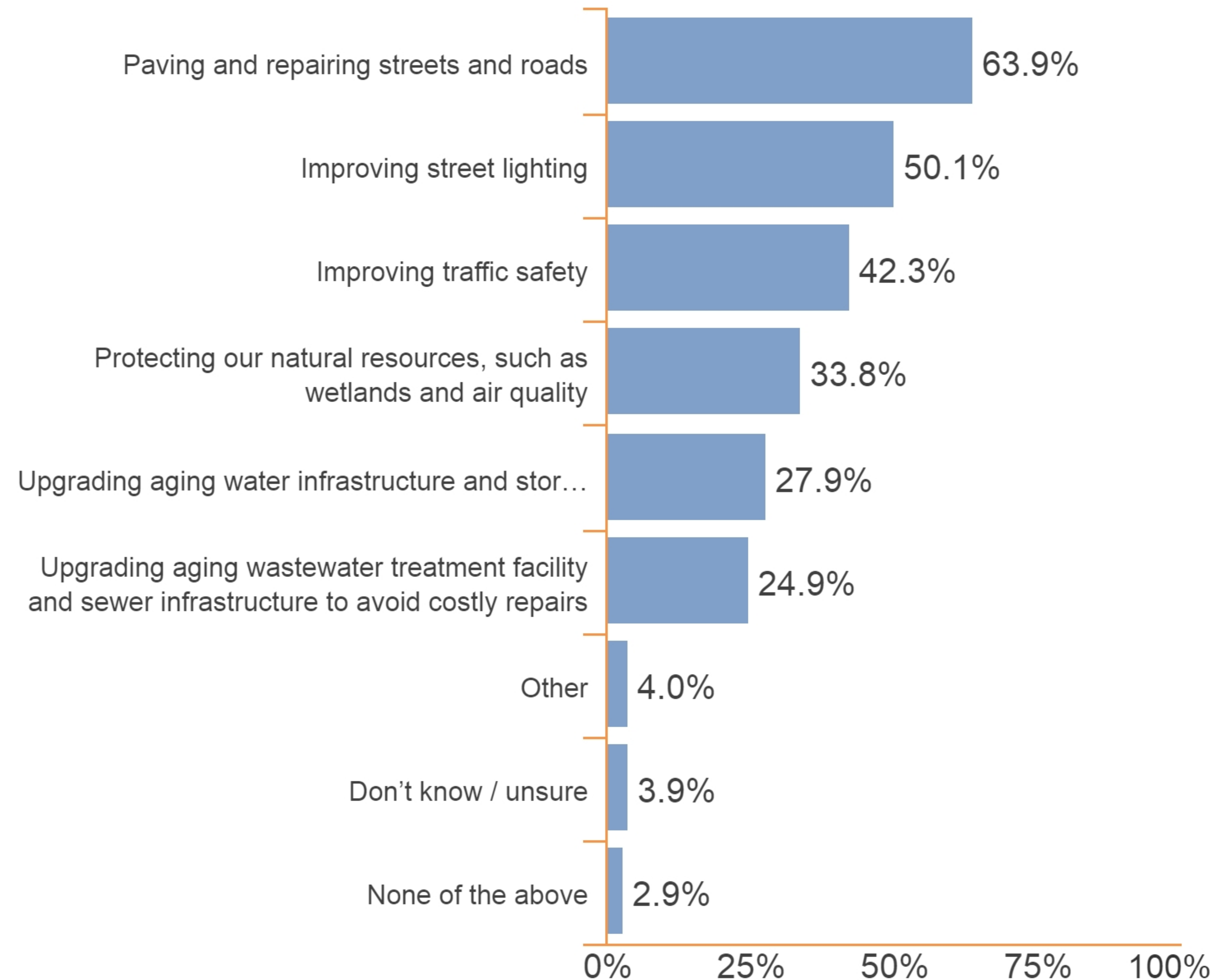
# Prioritize paved and repaired streets

When rating the importance of several Department of Public Works and Utilities projects, over three-fifths of surveyed residents (63.9%) prioritized paving and repairing streets and roads, while another one-half of respondents (50.1%) placed importance on improved street lighting.

More than two-fifths of respondents (42.3%) reported improving traffic safety should be a priority among other Department of Public Works and Utilities projects.

Of note, fewer respondents 55 years of age and older prioritized improving street lighting (38.2%) and improving traffic safety (36.4%) than respondents 18 to 34 years of age (52.6% and 42.9%, respectively) or 35 to 54 years of age (61.5% and 50.0%, respectively).

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?

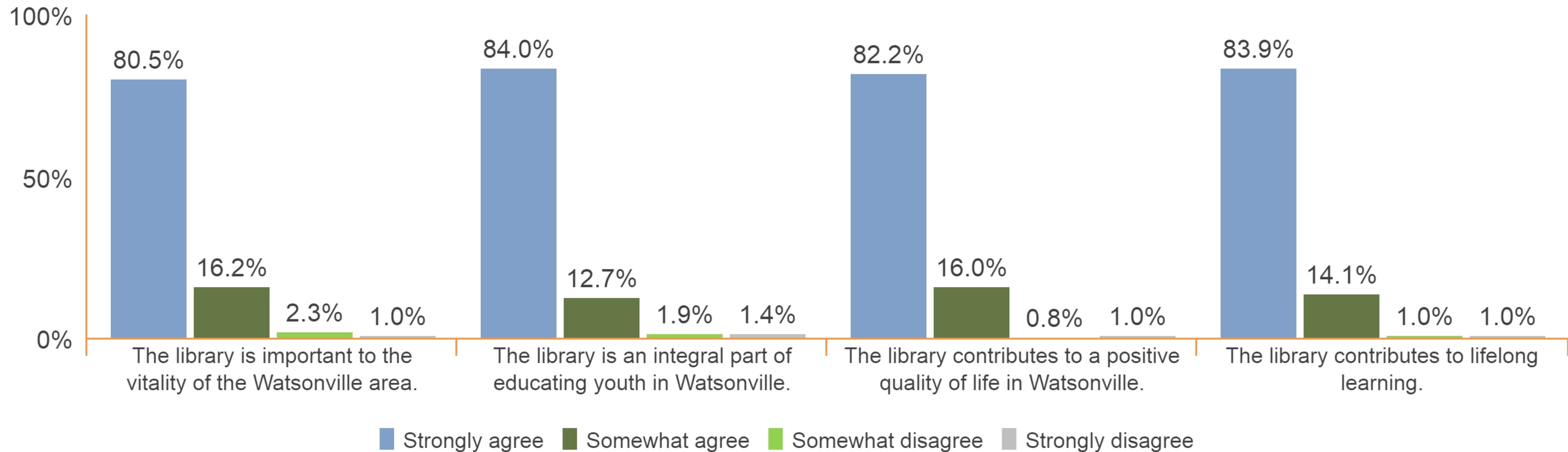




# Positive ratings for library's contributions

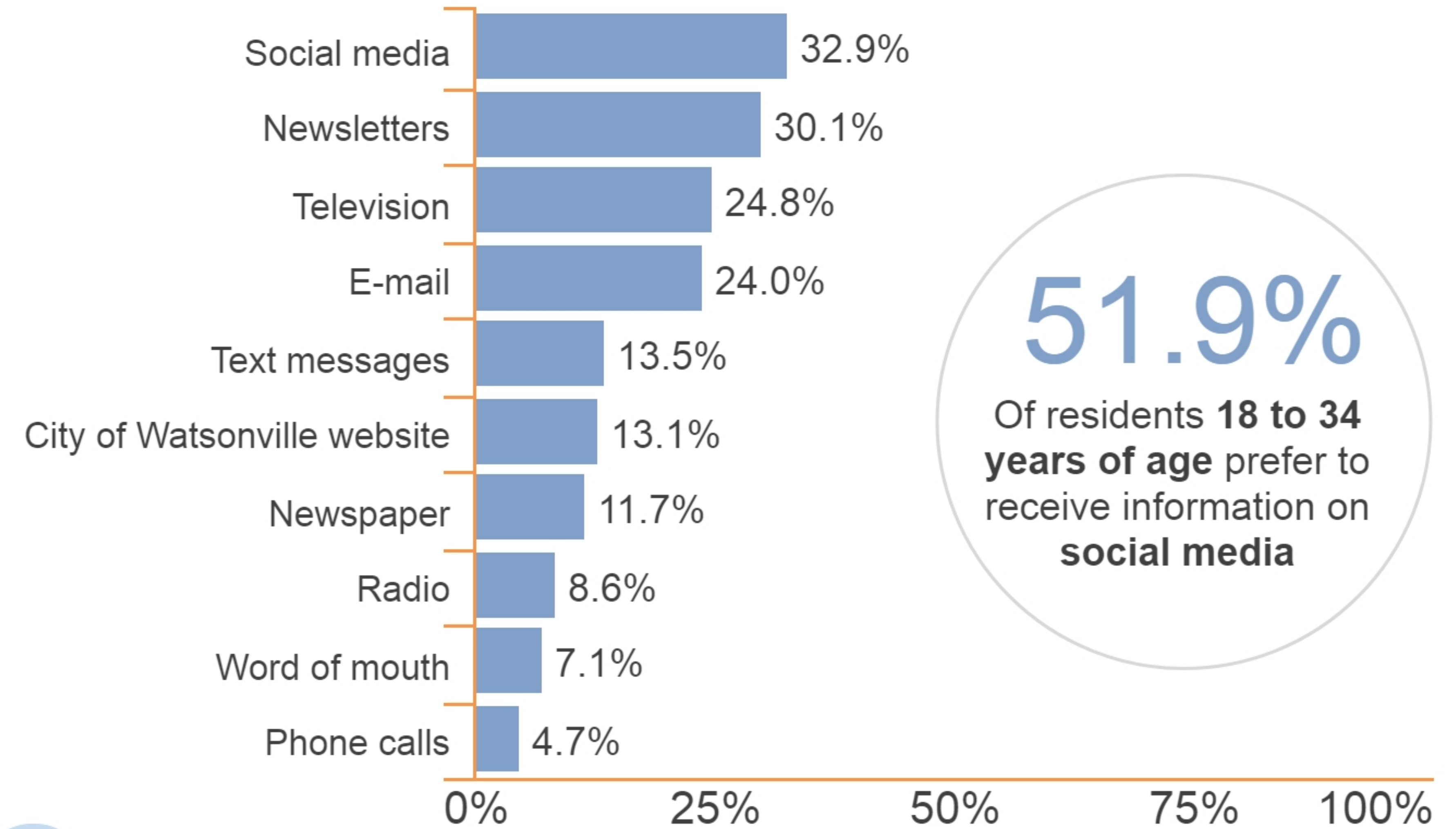
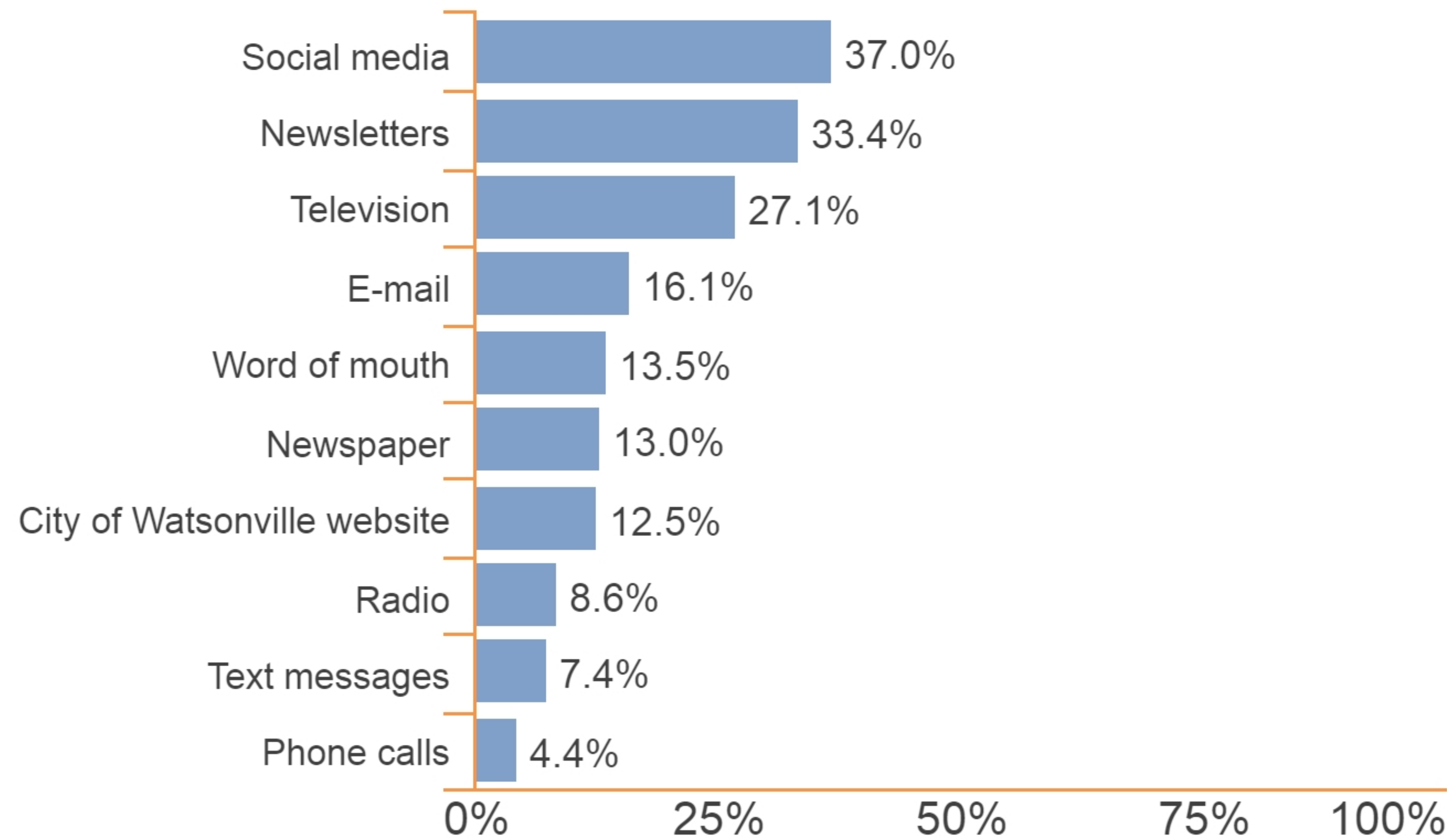
Nearly all surveyed residents either "strongly agreed" or "somewhat agreed" that the City of Watsonville library "contributes to a positive quality of life in Watsonville" (98.2%) and that "the library contributes to lifelong learning" (98.0%). Further, more than nine-out-of-ten respondents agreed that "the library is important to the vitality of the Watsonville area" (96.7%) and "the library is an integral part of educating youth in Watsonville" (96.7%).

Now, I will read you several statements regarding the City of Watsonville library. For each, please tell me if you "strongly agree," "somewhat agree," "somewhat disagree" or "strongly disagree" with the statement. (w/o "don't know" responses)



# Prefer to receive information on social media

Nearly two-fifths of respondents (37.0%) reported they currently receive information from the City of Watsonville on social media, while roughly one-third (32.9%) indicated they prefer to receive information from the City of Watsonville through this platform. Further, one-third of surveyed residents (33.4%) noted currently receiving information from Watsonville through newsletters, with 30.1% reporting a preference for receiving information this way. Of note, more respondents 18 to 34 years of age (51.9%) reported a preference for receiving information from Watsonville on social media, followed by respondents 35 to 54 years of age (41.0%) and respondents 55 years of age and older (14.9%).



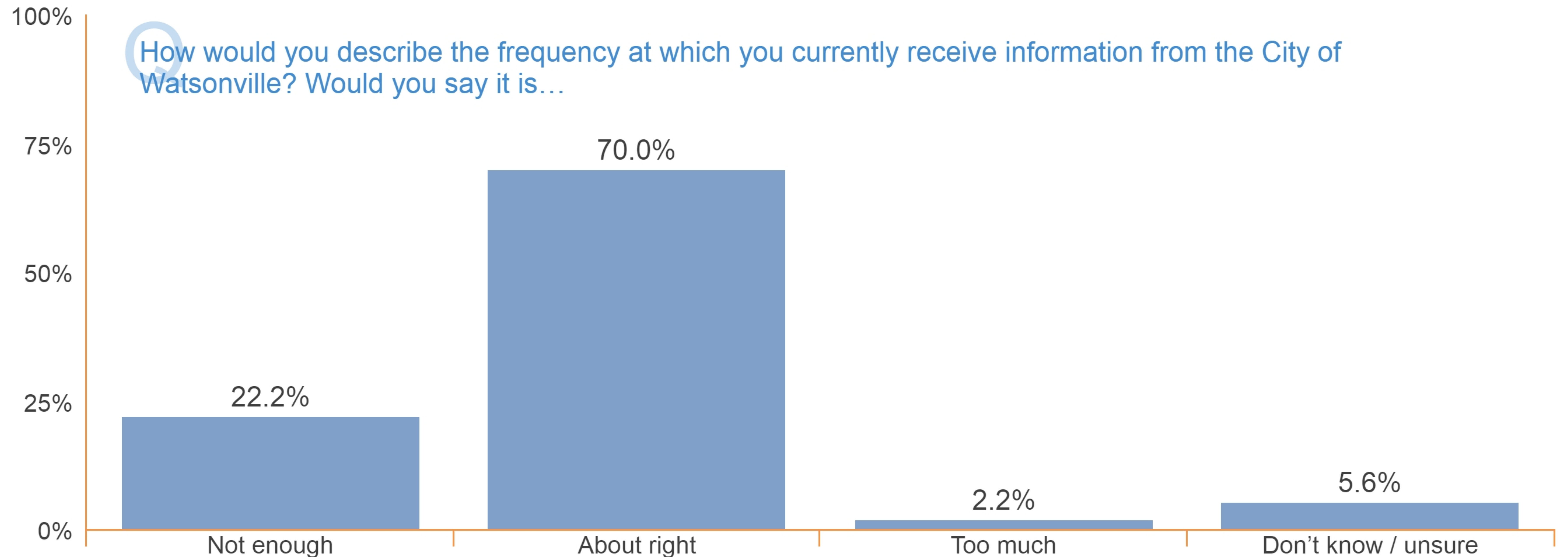
**51.9%**  
Of residents **18 to 34 years of age** prefer to receive information on **social media**

Q How do you **currently** receive information from the City of Watsonville? (Select all that apply) (Top 10 values shown)

Q And, how would you **prefer** to receive information from the City of Watsonville? (Select all that apply) (Top 10 values shown)

# Frequency of communication is 'about right'

Seven-out-of-ten surveyed residents (70.0%) indicated the frequency at which they currently receive information from the City of Watsonville is "about right." Meanwhile, over one-fifth of respondents (22.2%) reported the current frequency of communication from Watsonville is "not enough."



# Table of Contents

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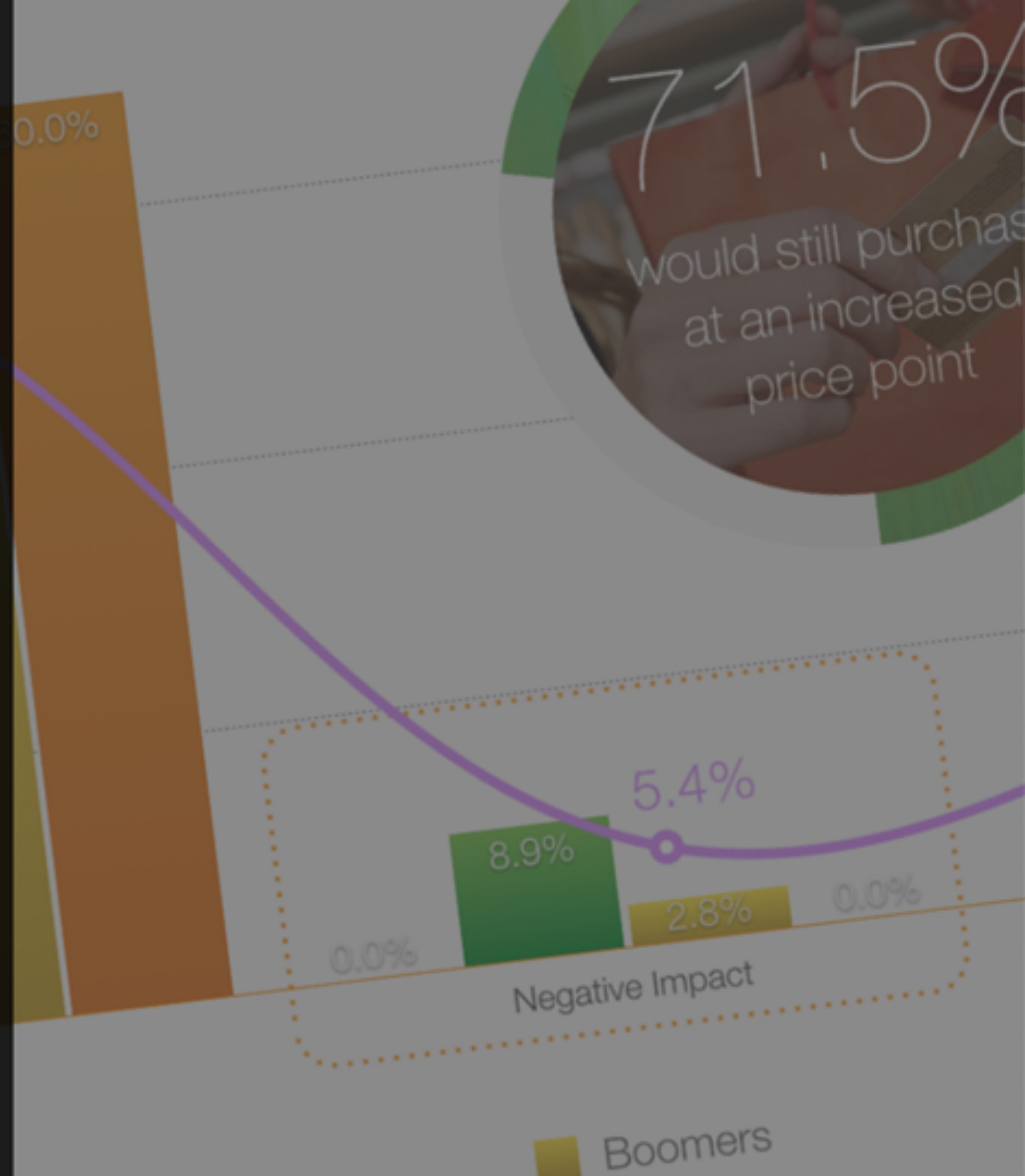
SECTION ONE  
About GreatBlue

SECTION TWO  
Project Overview

SECTION THREE  
Key Study Findings

**SECTION FOUR**  
**Considerations**

SECTION FIVE  
Aggregate Data (Provided Separately)



# Considerations

- **Prioritize community safety improvements and crime reduction in strategic planning.** Crime reduction was a top priority for many surveyed residents when considering community initiatives for the City of Watsonville, and the majority of respondents reported crime and gang activity are prevalent issues in Watsonville. Further, the primary reason respondents indicated not biking or walking around the city was not feeling safe to do so. For this reason, it is recommended that the City of Watsonville make crime prevention and safety enhancements a top priority when developing their strategic plan initiatives. To support this cause, the City of Watsonville may consider developing additional programs designed to reduce crime, drug use and gang activity in the city, as well as offer youth prevention programs that combat these issues when residents are young. An increased focus on improving community safety and reducing criminal activity may gradually ensure residents they live in a community where it is safe for outdoor activities such as biking, walking and running, in turn improving the health of the community.
- **Focus Public Works projects on paving and repairing streets and roads.** The majority of surveyed residents indicated a top priority of the Department of Public Works should be paving and repairing the streets and roads in Watsonville. In the coming years, it is recommended that, where possible, Public Works funds be allocated towards the paving and repair of roads throughout the City of Watsonville to ensure the city is safe to drive in and provide a more comfortable driving experience for residents. Ultimately, roads where there is the most traffic and businesses such as downtown should be prioritized, as well as those roads in worse condition than others. These road condition improvements may encourage more transportation throughout the city, specifically to local restaurants and stores.

# Considerations

- **Focus on retaining millennial and generation Z residents.** Fewer residents 18 to 34 years of age rated the City of Watsonville as either an "excellent" or "good" place to live than residents 55 years of age and older. In order to improve the perception younger residents have of the city, it is suggested that the City of Watsonville focus on establishing more programs and services that would be appealing to their millennial and generation Z residents, to ensure these residents remain in Watsonville instead of moving to a different city. This may entail introducing businesses that millennials traditionally find attractive, such as fast casual dining, coffee shops and fitness centers. Further, this may help to address the economic development initiatives in Watsonville's strategic plan, while also helping to employ more local residents at businesses that are traditionally sought out by residents 18 to 34 years of age. This focus on younger consumers may help to establish a generation that views the City of Watsonville as a positive place to live.
- **Conduct follow-up survey research on a consistent basis.** Given that many of the findings from this survey will be used to help guide strategic planning initiatives for the City of Watsonville, it is recommended that after two or three years, a follow-up survey be conducted with the purpose of measuring the success of Watsonville's strategic plan goals. The questions and wording should remain as close as possible to the 2021 instrument in order to track data across the years and determine where improvements have been achieved, and where additional efforts must still be made to enhance the city overall. This will allow for time to consume the findings from this year's report, determine and initiate actions to take based on the results, and the measure community opinions based on these adjustments. Ultimately, continued survey efforts will help the city gauge their progress in developing a safer community for residents, improving the economy, and enhancing community engagement.

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