

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

## Morro Bay, CA

Dashboard Summary of Findings

2016



2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863



*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report summarizes Morro Bay’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Morro Bay’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Morro Bay residents tended to give positive ratings to most aspects of community livability; these ratings were generally similar to ratings seen in other communities across the nation. Within the pillar of Community Characteristics, ratings in the facets of Natural Environment and Mobility tended to be higher than ratings in comparison communities; however, ratings for Built Environment and Education and Enrichment were not as strong. Within Governance, ratings for Economy tended to be lower than ratings seen elsewhere. Rates of Participation were generally strong: reported levels of participation in the facets of Mobility, Natural Environment and Education and Enrichment were higher than levels observed in in other communities nationwide. This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	10	26	14	0	30	10	6	28	1
General	2	5	0	0	3	0	0	3	0
Safety	0	3	0	0	6	0	1	2	0
Mobility	5	3	0	0	4	3	2	1	0
Natural Environment	2	1	0	0	4	1	2	1	0
Built Environment	0	2	3	0	4	1	0	2	0
Economy	1	2	5	0	0	1	0	2	1
Recreation and Wellness	0	4	3	0	3	0	0	5	0
Education and Enrichment	0	1	3	0	2	0	1	1	0
Community Engagement	0	5	0	0	4	4	0	11	0

Legend	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
General	Overall appearance	↔	81%	Customer service	↔	72%	Recommend Morro Bay	↔	87%
	Overall quality of life	↑	91%	Services provided by Morro Bay	↔	65%	Remain in Morro Bay	↔	90%
	Place to retire	↑↑	87%	Services provided by the Federal Government	↔	33%	Contacted Morro Bay employees	↔	52%
	Place to raise children	↔	81%						
	Place to live	↔	94%						
	Neighborhood	↔	85%						
Safety	Overall feeling of safety	↔	91%	Police	↔	77%	Was NOT the victim of a crime	↔	86%
	Safe in neighborhood	↔	96%	Crime prevention	↔	75%	Did NOT report a crime	↔	77%
	Safe downtown/commercial area	↔	95%	Fire	↔	95%	Stocked supplies for an emergency	↑	49%
				Fire prevention	↔	76%			
				Ambulance/EMS	↔	93%			
				Emergency preparedness	↔	54%			
Mobility	Traffic flow	↑	71%	Traffic enforcement	↔	60%	Carpooled instead of driving alone	↑	54%
	Travel by car	↑	81%	Street repair	↓	24%	Walked or biked instead of driving	↑↑	83%
	Travel by bicycle	↑	77%	Street cleaning	↓	48%	Used public transportation instead of driving	↔	21%
	Ease of walking	↑	84%	Street lighting	↔	48%			
	Travel by public transportation	↔	41%	Sidewalk maintenance	↓	33%			
	Overall ease of travel	↑	86%	Traffic signal timing	↔	63%			
	Public parking	↔	64%	Bus or transit services	↔	52%			
Natural Environment	Paths and walking trails	↔	77%						
	Overall natural environment	↑	94%	Garbage collection	↔	90%	Recycled at home	↑	99%
	Air quality	↑↑	97%	Recycling	↔	79%	Conserved water	↑	98%
	Cleanliness	↔	83%	Drinking water	↓↓	36%	Made home more energy efficient	↔	78%
				Open space	↔	65%			
Built Environment				Natural areas preservation	↔	67%			
	New development in Morro Bay	↓	35%	Sewer services	↔	67%	NOT experiencing housing cost stress	↔	77%
	Affordable quality housing	↓↓	11%	Storm drainage	↔	56%	Did NOT observe a code violation	↔	45%
	Housing options	↓↓	23%	Utility billing	↔	61%			
	Overall built environment	↔	59%	Land use, planning and zoning	↓	31%			
			Public places	↔	72%	Code enforcement	↔	36%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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	Community Characteristics	Benchmark	Percent positive	Governance	Benchmark	Percent positive	Participation	Benchmark	Percent positive
Economy	Overall economic health	↓	40%	Economic development	↓	26%	Economy will have positive impact on income	↔	26%
	Shopping opportunities	↓	31%				Purchased goods or services in Morro Bay	↔	99%
	Employment opportunities	↓↓	8%				Work in Morro Bay	↓	31%
	Place to visit	↑↑	93%						
	Cost of living	↓↓	16%						
	Vibrant downtown/commercial area	↔	48%						
	Place to work	↓	45%						
	Business and services	↔	54%						
Recreation and Wellness	Fitness opportunities	↔	70%	City parks	↔	81%	In very good to excellent health	↔	69%
	Recreational opportunities	↔	76%	Recreation centers	↔	61%	Used Morro Bay recreation centers	↔	57%
	Health care	↓↓	27%	Recreation programs	↔	62%	Visited a City park	↔	90%
	Food	↔	65%				Ate 5 portions of fruits and vegetables	↔	89%
	Mental health care	↓↓	13%				Participated in moderate or vigorous physical activity	↔	91%
	Health and wellness	↔	57%						
	Preventive health services	↓↓	24%						
Education and Enrichment	Cultural/arts/music activities	↔	48%	Public libraries	↔	92%	Used Morro Bay public libraries	↔	65%
	Child care/preschool	↓	28%	Special events	↔	69%	Attended a City-sponsored event	↑	73%
	Adult education	↓	38%						
	Overall education and enrichment	↓	45%						
Community Engagement	Opportunities to participate in community matters	↔	66%	Public information	↔	60%	Sense of community	↔	67%
	Opportunities to volunteer	↔	73%	Overall direction	↓	42%	Voted in local elections	↔	86%
	Openness and acceptance	↔	61%	Value of services for taxes paid	↔	41%	Talked to or visited with neighbors	↔	97%
	Social events and activities	↔	57%	Welcoming citizen involvement	↔	44%	Attended a local public meeting	↔	28%
	Neighborliness	↔	72%	Confidence in City government	↓	36%	Watched a local public meeting	↔	36%
				Acting in the best interest of Morro Bay	↓	40%	Volunteered	↔	40%
				Being honest	↔	42%	Participated in a club	↔	28%
				Treating all residents fairly	↓	38%	Campaigned for an issue, cause or candidate	↔	30%
							Contacted Morro Bay elected officials	↔	26%
							Read or watched local news	↔	86%
						Done a favor for a neighbor	↔	91%	

**Legend**

↑↑ Much higher      ↑ Higher      ↔ Similar      ↓ Lower      ↓↓ Much lower      \* Not available