



NATIONAL COMMUNITY SURVEY

Donna Finch, Assistant to the City Manager

October 19, 2022

About the NCS

- ▷ Report on the “liveability” of Corona; developed by the National Research Center at Polco
- ▷ Captures residents' opinions on 10 aspects of community:
 1. Economy
 2. Mobility
 3. Community Design
 4. Utilities
 5. Safety
 6. Natural Environment
 7. Parks and Recreation
 8. Health & Wellness
 9. Education, Arts, and Culture
 10. Inclusivity and Engagement
- ▷ Survey available in both English and Spanish
- ▷ Results benchmarked against 600 communities nationwide



Survey Methods

Random Sample Survey*

- ▷ 7,000 households received survey mailings beginning May 16, 2022
- ▷ 714 residents completed the random sample survey
 - 10% response rate
 - 4% margin of error

Open Participation Survey

- ▷ Online survey open to all City residents beginning June 20, 2022
- ▷ Publicized on City website, email, and social media
- ▷ 310 residents completed the open participation survey

Respondent Demographics

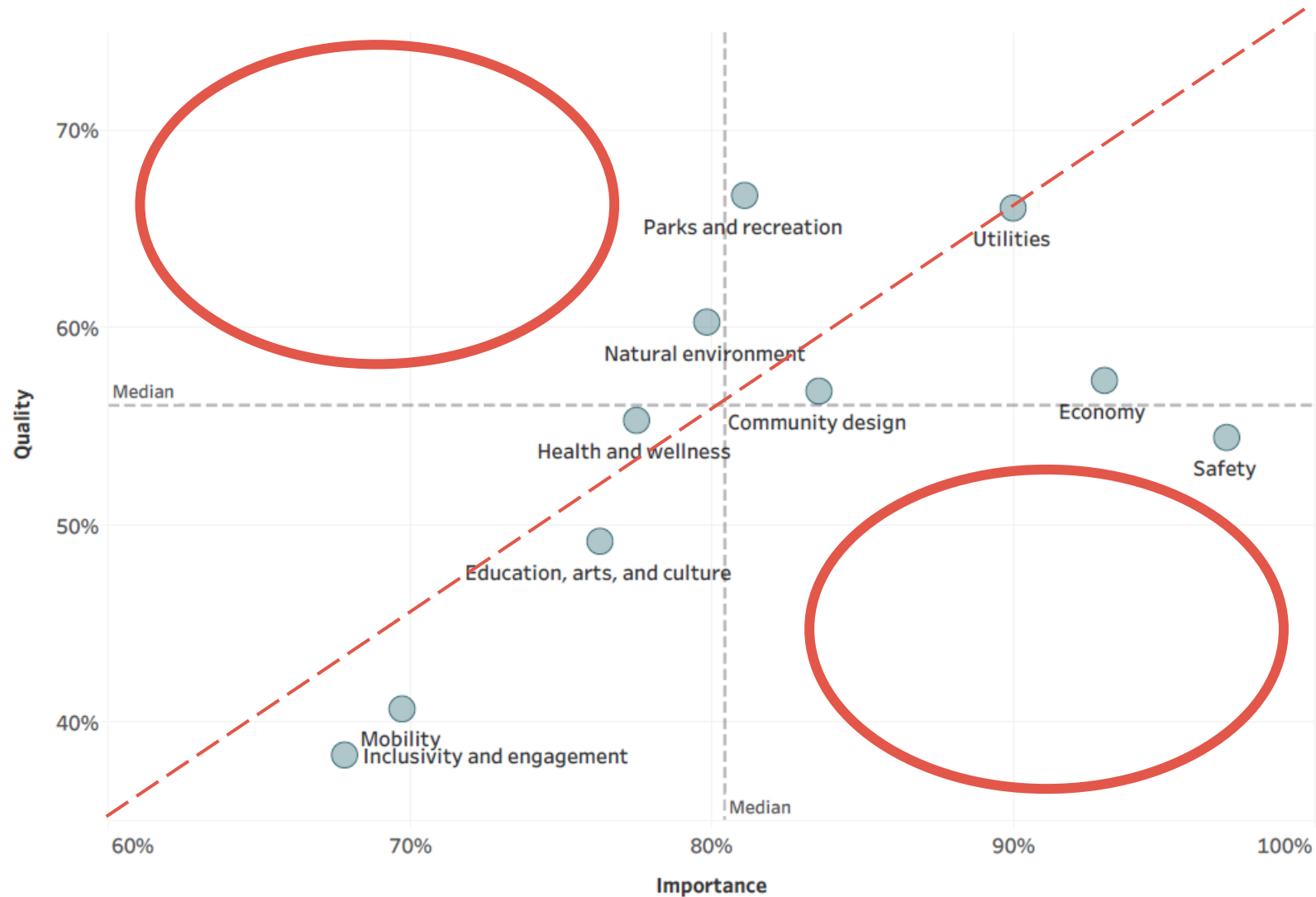
Age	18-34	6%
	35-54	33%
	55+	61%
Sex	Man	44%
	Woman	56%
Area	District 1	17%
	District 2	15%
	District 3	19%
	District 4	24%
	District 5	24%
Hispanic Origin	Not Spanish, Hispanic or Latino	76%
	Spanish, Hispanic or Latino	24%
Race	Not white alone	48%
	White alone, not Hispanic or Latino	52%
Housing Tenure	Rent	18%
	Own	85%

Survey Highlights

- ▷ Residents appreciate the City's natural environment and recreational opportunities but identify some room for growth.
- ▷ Safety is an important area of focus for the community.
- ▷ Economy is a priority for residents.
- ▷ Residents appreciate Corona's utility infrastructure.



Balancing Performance & Importance



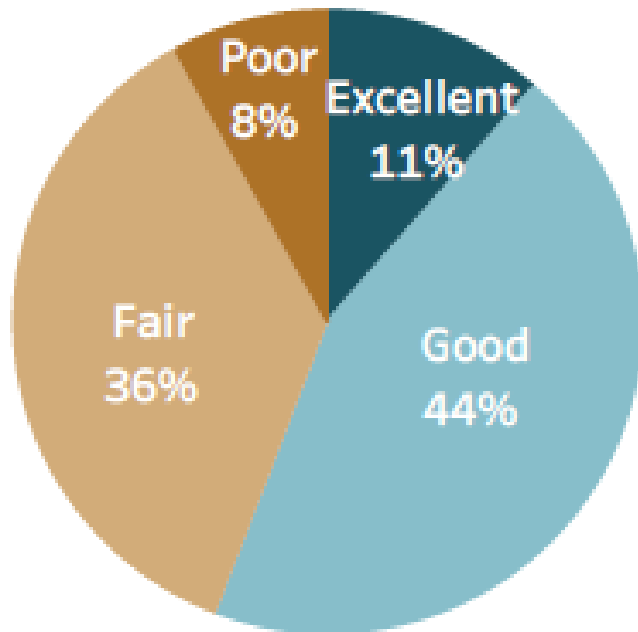
The Data

Resident Opinions on 10 Central Facets of Community



1. Economy

Overall Economic Health of Corona



Ranked Similar to Other Communities

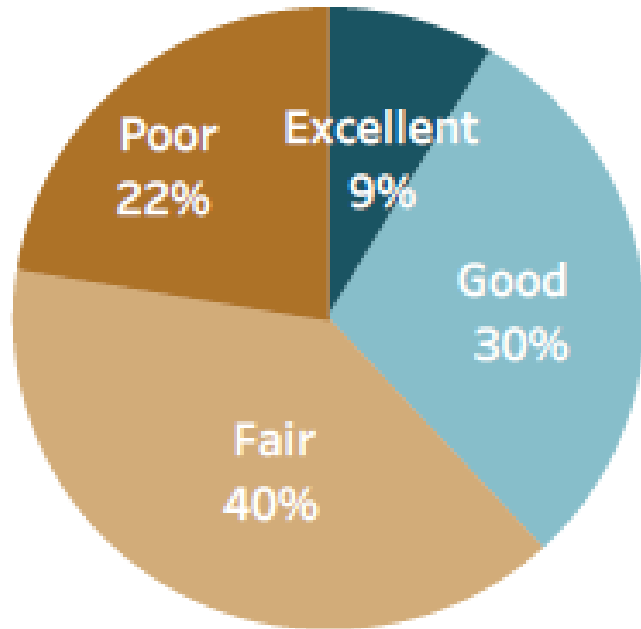
- ▷ Corona as a place to work
- ▷ Economic health of Corona
- ▷ Quality of business / service establishments
- ▷ Shopping opportunities
- ▷ Employment opportunities
- ▷ Cost of living
- ▷ Economic development services

Ranked Lower Than Other Communities

- ▷ Corona as a place to visit
- ▷ Vibrancy of downtown/commercial area

2. Mobility

Overall Quality of Transportation System



Ranked Similar to Other Communities

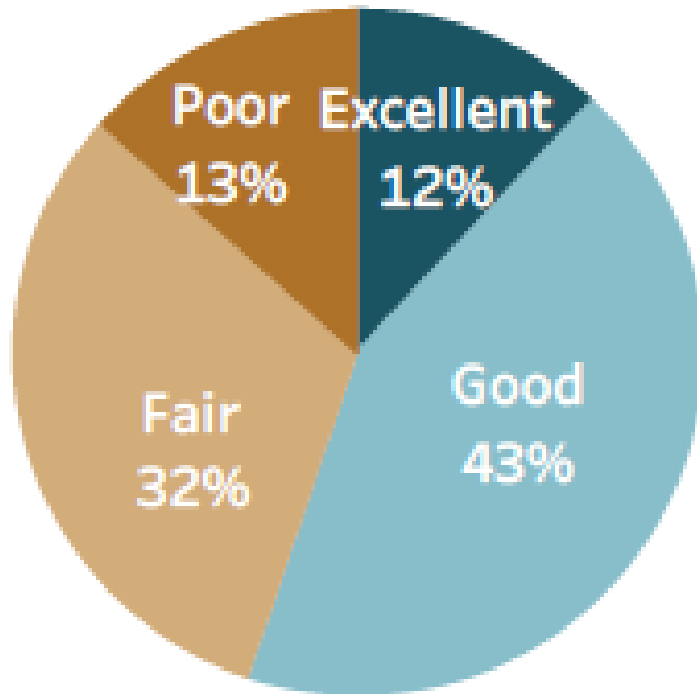
- ▷ Overall quality of transportation system
- ▷ Ease of walking
- ▷ Ease of public parking
- ▷ Ease of travel by bicycle
- ▷ Ease of travel by public transportation
- ▷ Traffic flow on major streets
- ▷ Quality of street lighting, street cleaning, street repair, sidewalk maintenance
- ▷ Quality of bus or transit services
- ▷ Traffic signal timing

Ranked Lower Than Other Communities

- ▷ Ease of travel by car
- ▷ Traffic enforcement

3. Community Design

Overall Design or Layout of Residential and Commercial Areas



Ranked Similar to Other Communities

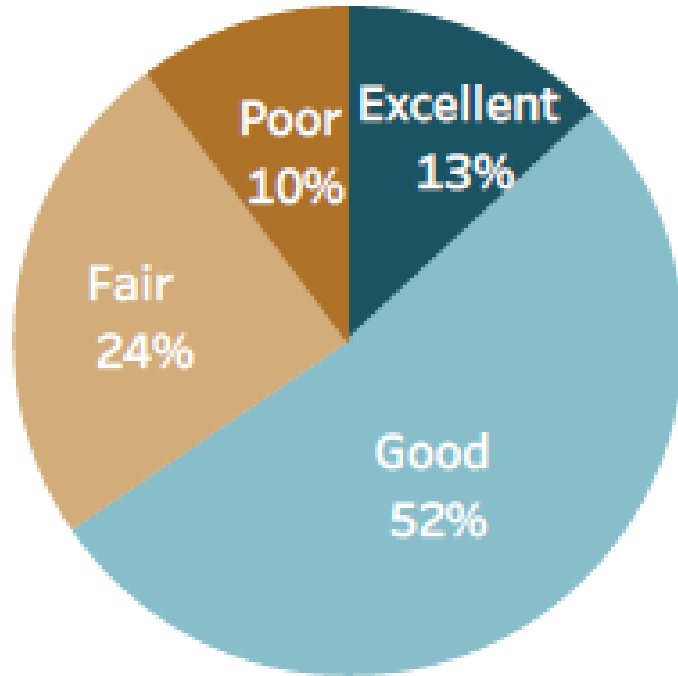
- ▷ Your neighborhood as a place to live
- ▷ Design or layout of residential and commercial areas
- ▷ Well-designed neighborhoods
- ▷ Preservation of historical / cultural character
- ▷ Quality of new development
- ▷ Variety of housing options
- ▷ Well-planned residential growth
- ▷ Well-planned commercial growth
- ▷ Land use, planning and zoning
- ▷ Code enforcement

Ranked Lower Than Other Communities

- ▷ Overall appearance
- ▷ Public places where people want to spend time

4. Utilities

Overall Quality of Utility Infrastructure

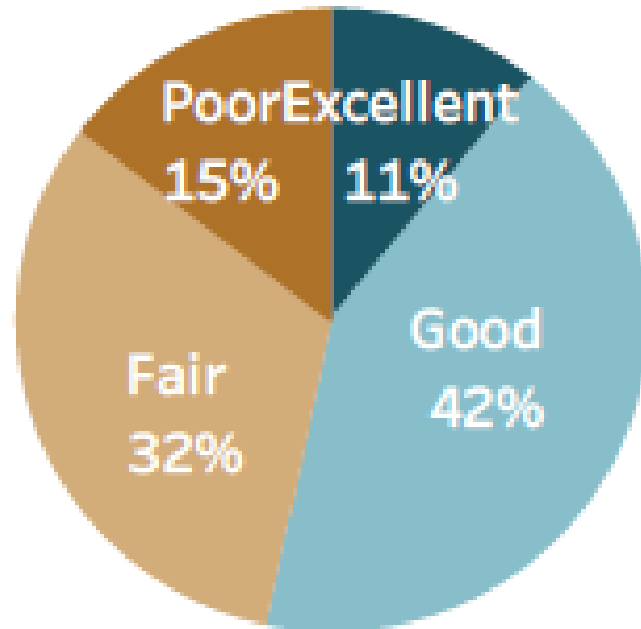


Ranked Similar to Other Communities

- ▷ Garbage collection
- ▷ Sewer services
- ▷ Storm water management
- ▷ Electric utility
- ▷ Drinking water
- ▷ Utility billing
- ▷ Affordable high-speed internet access
- ▷ Overall quality of utility infrastructure

5. Safety

Overall Feelings of Safety in Corona



Ranked Similar to Other Communities

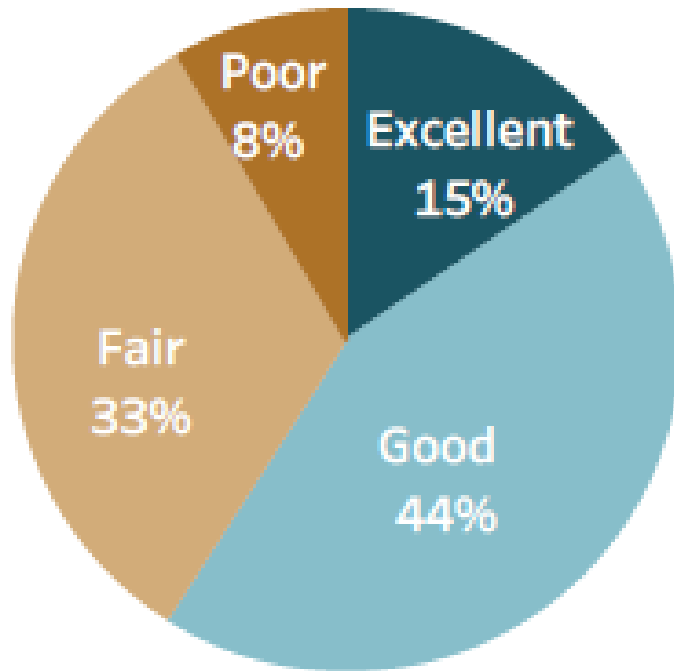
- ▷ Feelings of safety in your neighborhood during the day
- ▷ Feeling safe from fire, flood, or other natural disaster
- ▷ Quality of fire services
- ▷ Quality of ambulance or emergency medical services
- ▷ Quality of fire prevention and education
- ▷ Quality of police services
- ▷ Quality of animal control
- ▷ Quality of emergency preparedness

Ranked Lower Than Other Communities

- ▷ Overall feeling of safety
- ▷ Feeling safe from violent crime
- ▷ Feeling safe from property crime
- ▷ Quality of crime prevention
- ▷ Feeling safe in downtown/commercial area during the day
(much lower)

6. Natural Environment

Overall Quality of Natural Environment



Ranked Similar to Other Communities

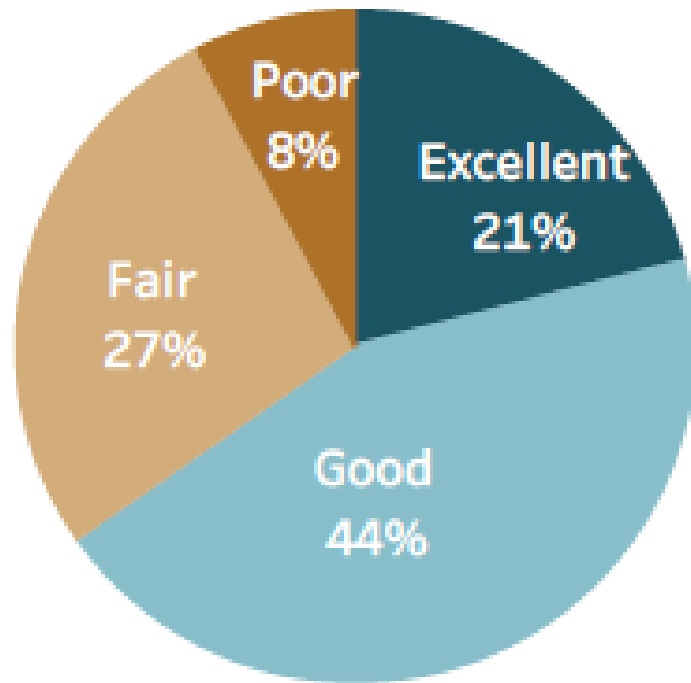
- ▷ Yard waste pick-up services
- ▷ Recycling services
- ▷ Preservation of natural areas

Ranked Lower Than Other Communities

- ▷ Overall quality of natural environment
- ▷ Cleanliness of Corona
- ▷ Corona open space
- ▷ Air quality (**much lower**)
- ▷ Water resources (**much lower**)

7. Parks & Recreation

Overall Quality of Parks and Recreation Opportunities



Ranked Similar to Other Communities

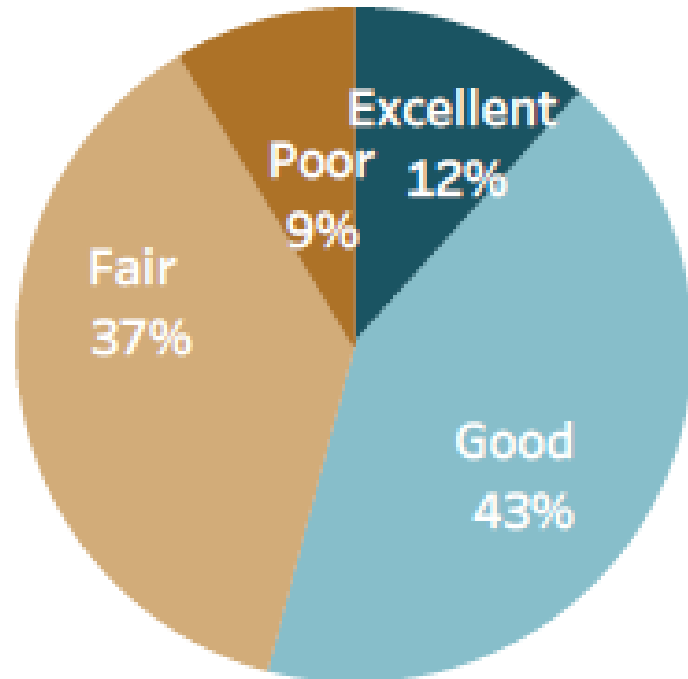
- ▷ Overall quality of parks and recreation opportunities
- ▷ Fitness opportunities
- ▷ Availability of paths and walking trails
- ▷ Quality of recreation programs or classes
- ▷ Quality of recreation centers or facilities

Ranked Lower Than Other Communities

- ▷ Recreational opportunities
- ▷ Quality of City parks

8. Health & Wellness

Overall Health and Wellness Opportunities



Ranked Similar to Other Communities

- ▷ Overall health and wellness opportunities
- ▷ Availability of affordable quality food
- ▷ Availability of preventative health services
- ▷ Availability of affordable quality health care
- ▷ Availability of affordable quality mental health care
- ▷ Quality of health services
- ▷ Overall health of residents

9. Education, Arts, & Culture

Opportunities for Education, Culture and the Arts



Ranked Similar to Other Communities

- ▷ Overall opportunities for education, culture, and the arts
- ▷ K-12 education
- ▷ Adult educational opportunities
- ▷ Availability of affordable quality childcare/preschool
- ▷ Public library services

Ranked Lower Than Other Communities

- ▷ Opportunities to attend special events and festivals
- ▷ Community support for the arts
- ▷ Opportunities to attend cultural/arts/music activities

10. Inclusivity & Engagement

Residents Connection and Engagement with their Community



Ranked Similar to Other Communities

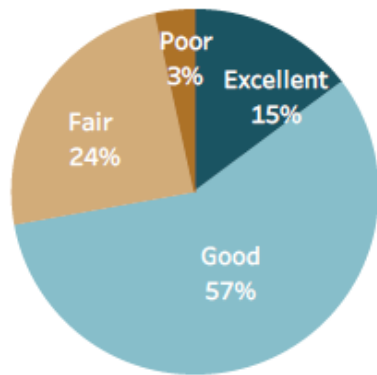
- ▷ Corona as a place to raise children
- ▷ Sense of community
- ▷ Resident's connection and engagement with their community
- ▷ Corona making all residents feel welcome
- ▷ Valuing/respecting residents from diverse backgrounds
- ▷ Attracting people from diverse backgrounds
- ▷ Taking care of vulnerable residents
- ▷ Openness / acceptance toward people of diverse backgrounds
- ▷ Neighborliness of residents
- ▷ Opportunities to participate in community matters
- ▷ Sense of civic/community pride

Ranked Lower Than Other Communities

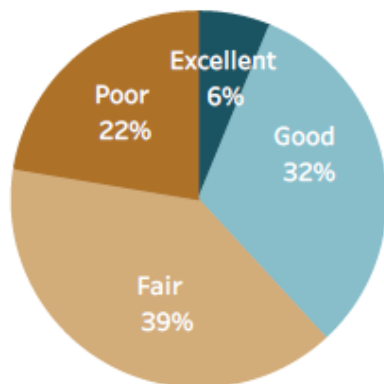
- ▷ Corona as a place to retire
- ▷ Opportunities to volunteer
- ▷ Opportunities to participate in social events and activities

Overall Quality of Life & Governance

Overall Quality of Life in Corona



Overall Confidence in Corona Government



Ranked Similar to Other Communities

- ▷ Corona as a place to live
- ▷ Residents likely to remain in Corona for next 5 years
- ▷ Residents likely to recommend living in Corona
- ▷ Overall customer service by Corona employees
- ▷ Public information services
- ▷ Treating residents with respect
- ▷ Treating all residents fairly
- ▷ Overall direction Corona is taking
- ▷ Being honest
- ▷ Acting in the best interest of the community
- ▷ Being open and transparent to the public
- ▷ Overall quality of services provided by the City

Ranked Lower Than Other Communities

- ▷ Overall image or reputation of Corona

Focus Areas

Where do we need to improve?



Focus Areas

Ranked Low

What are we doing?

Economy

- Corona as a place to visit
- Vibrancy of downtown /commercial area
- Developed and implementing a Downtown Revitalization Plan
- Redeveloping the Corona Mall
- Exploring opportunities to bring in additional hotels to support larger conferences, gatherings, and events

Mobility

- Ease of travel by car
- Traffic enforcement
- AI Traffic Signal Optimization Project to optimize traffic flows
- Advocate with RCTC and the State for transportation improvements that impact congestion
- Develop long-term multi-modal transportation plan

Community Design

- Overall appearance
- Public places where people want to spend time
- Explore the feasibility of a business façade improvement program; volunteer clean up events; enhanced graffiti removal program; establish consistent quality and maintenance standards for City park and recreation facilities; Urban forest Management Plan and planting 14,000 trees in the City, LMD renewal initiative, and more.
- Park land acquisitions; parks revitalizations, redeveloping City Park.

Safety

- Overall feeling of safety
- Feeling safe from violent crime
- Feeling safe from property crime
- Quality of crime prevention
- Feeling safe in downtown /commercial area during the day
- Upgrade and maintain 911 system to ensure reliable emergency response
- Determine appropriate staff levels for effective emergency response capability and address understaffing
- Improve emergency response times to meet or beat national benchmarks
- Expand resident engagement and involvement in police and fire support efforts
- Create Police Officer Business Liaison program to engage local businesses, provide advice on crime prevention, and respond to concerns
- Increase crime prevention in the downtown business district, including exploring the deployment of additional police officers dedicated to this area

Focus Areas

Ranked Low

What are we doing?

Natural Environment

- Overall quality of natural environment
- Cleanliness of Corona
- Corona open space
- Air quality
- Water resources

- Develop a plan for newly acquired wilderness spaces that fosters outdoor recreation activities
- Continue and enhance the City's Graffiti Removal program and hold community clean ups.
- Improve the use of SeeClickFix to encourage reporting of graffiti and cleanliness issues
- Enhance trash removal and community cleanup projects

Parks & Recreation

- Recreational opportunities
- Quality of City parks

- Develop "on demand" registration capabilities to provide onsite reservations at parks/facilities
- Establish consistent quality and maintenance standards for City park and recreation facilities
- Development a master plan for the redevelopment of City Park

Education, Arts & Culture

- Opportunities to attend special events and festivals
- Community support for the arts
- Opportunities to attend cultural/arts/music activities

- Formed a special event unit to better support event coordination
- Establishing annual process to expand community events through partnerships
- Develop additional performing arts venue in the City and/or renovate Historic Civic Center
- Promote the use of public spaces for certain festivals or shows to showcase arts & culture

Inclusivity & Engagement

- Corona as a place to retire
- Opportunities to volunteer
- Opportunities to participate in social events and activities

- Utilize volunteer-led hikes to help residents become familiar with trail and park opportunities
- Ensure event planning meet the needs and interests of a diverse mix of ages and interests
- Ensure robust engagement with a broad section of the community when development plans for parks and facilities

Quality of Life

- Overall image or reputation of Corona

- Reimagine the City of Corona's brand, identity, and story,
- Develop communications plan to tell our story and build trust between City and residents



Next Steps

- ▷ Continue implementing Strategic Plan and report out on progress
- ▷ Conduct Quality of Life Survey on an annual basis to track resident opinions:
 - Rotate between NCS and Qualtrics
- ▷ Continue to engage the community and **Tell our Story!**

Questions?



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