

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for the City of Coral Gables

March 8, 2022



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

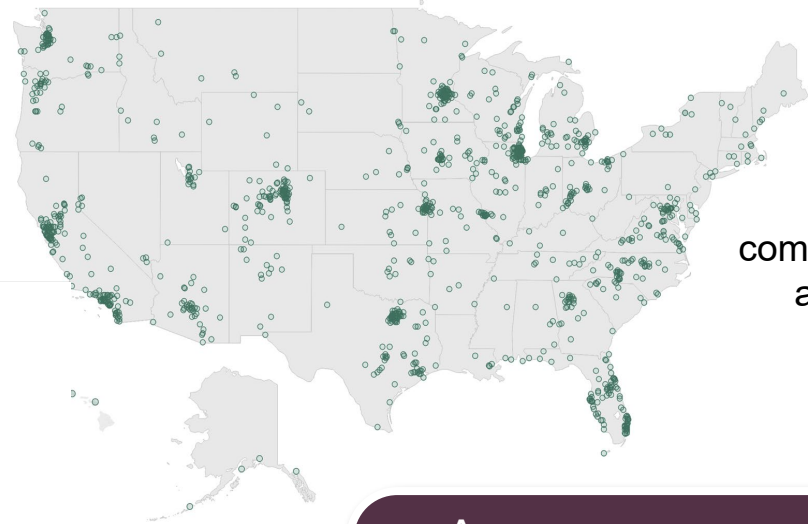
Questions about our product?

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Exclusive partners of:



National Benchmark Comparison Database



About 400 comparison communities across the nation.



- Assess government performance
- Monitor trends in resident opinion
- Understand benchmark comparisons
- Inform budget, land use, strategic plan

The National Community Survey™ in Coral Gables

The NCS™ for Coral Gables, FL

- Survey conducted from September 21, 2021 to November 16, 2021
- “Hybrid” mailing approach employed:
 - Probability-based sample of 2,700 households (1,200 Group A, 1,500 Group B)
 - 369 total responses received
 - 14% overall response rate
 - Non-probability, open-participation sample: 100 responses
- Results statistically weighted to reflect Coral Gables overall
- 95% confidence interval with a +/- 5% margin of error

Overview of Survey Results

Facets of Community Livability: Quality

Please rate each of the following characteristics as they relate to Coral Gables as a whole. (% excellent or good)		vs. benchmark*
Overall economic health	90%	Higher
Overall quality of the transportation system	66%	Similar
Overall design or layout of residential and commercial areas	72%	Similar
Overall quality of the City utility infrastructure	63%	Similar
Overall feeling of safety	88%	Higher
Overall quality of natural environment	91%	Higher
Overall quality of parks and recreation opportunities	82%	Similar
Overall health and wellness opportunities	81%	Similar
Overall opportunities for education, culture, and the arts	75%	Similar
Residents' connection and engagement with their community	63%	Similar

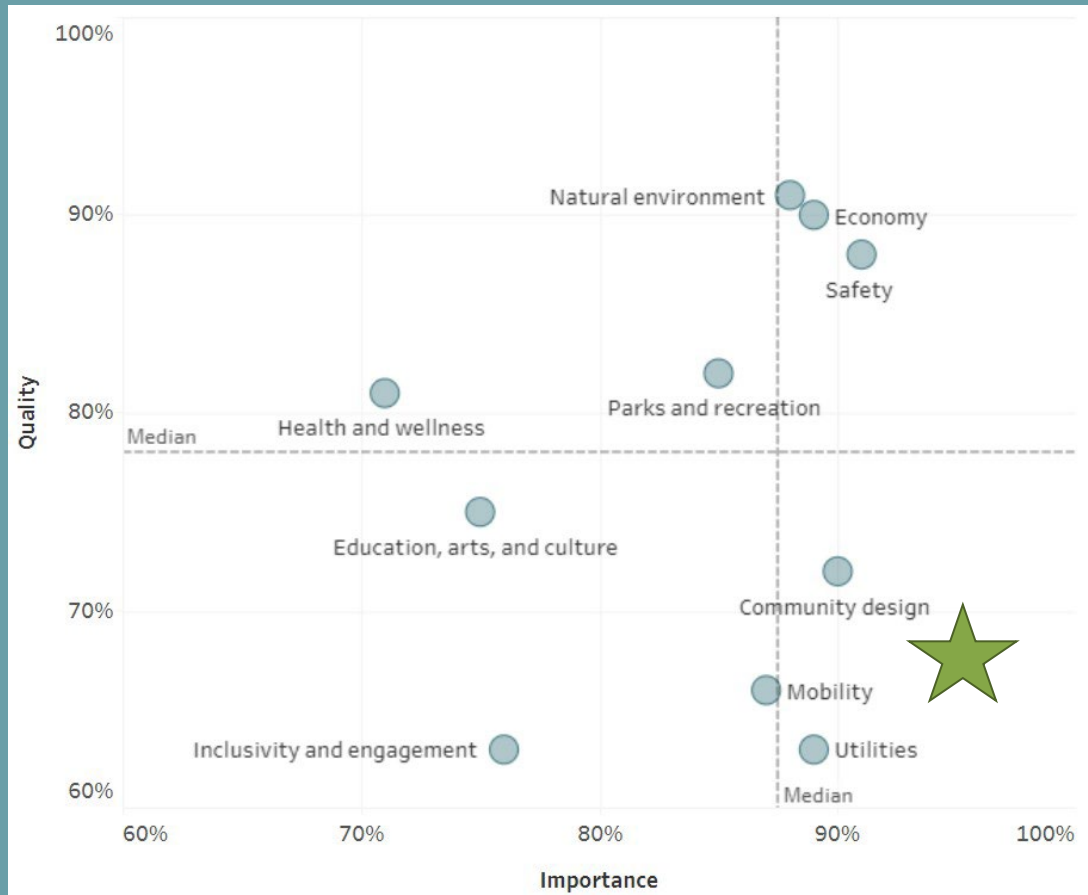
Facets of Community Livability: Importance

Please rate how important, if at all, you think it is for the Coral Gables community to focus on each of the following in the coming two years.

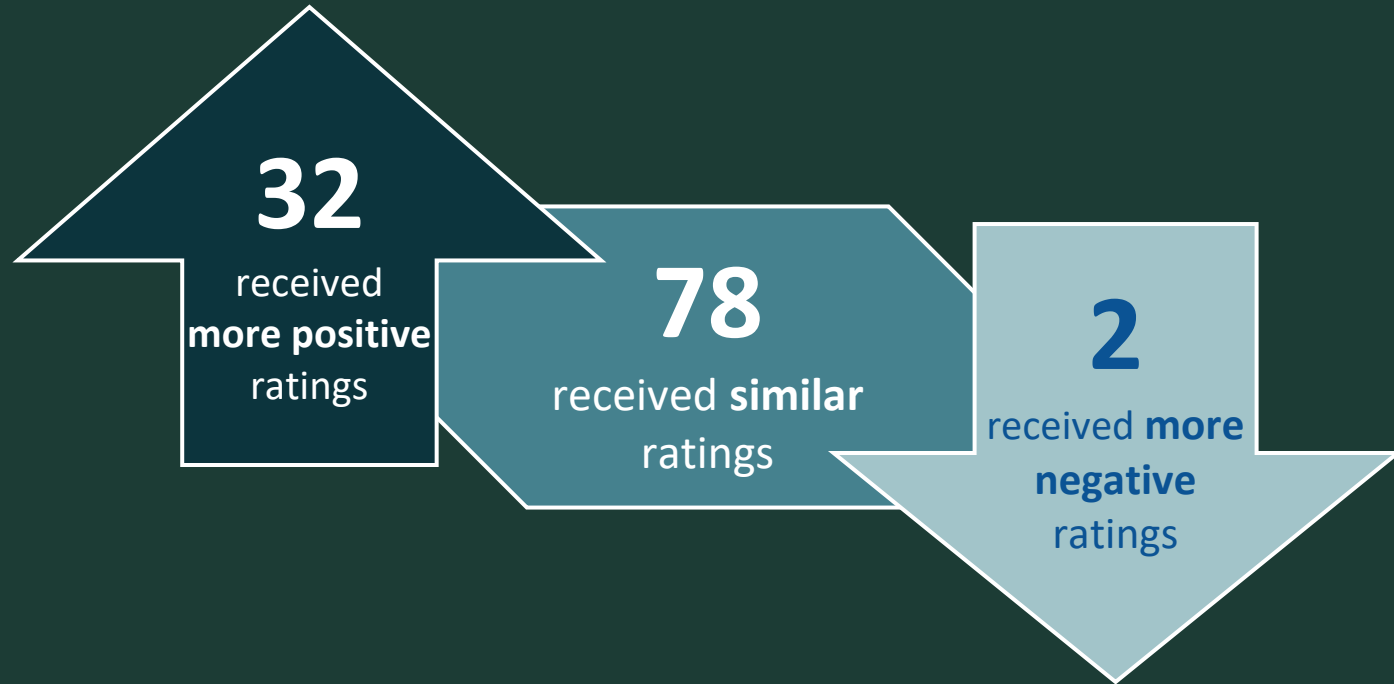
(% essential or very important)

Overall economic health	89%	Similar
Overall quality of the transportation system	87%	Much higher
Overall design or layout of residential and commercial areas	90%	Much higher
Overall quality of the City utility infrastructure	89%	Higher
Overall feeling of safety	91%	Similar
Overall quality of natural environment	88%	Similar
Overall quality of parks and recreation opportunities	85%	Similar
Overall health and wellness opportunities	71%	Similar
Overall opportunities for education, culture, and the arts	75%	Similar
Residents' connection and engagement with their community	76%	Similar

Balancing Quality and Importance



Comparisons to National Benchmarks



Comparisons to Custom/Peer Benchmarks



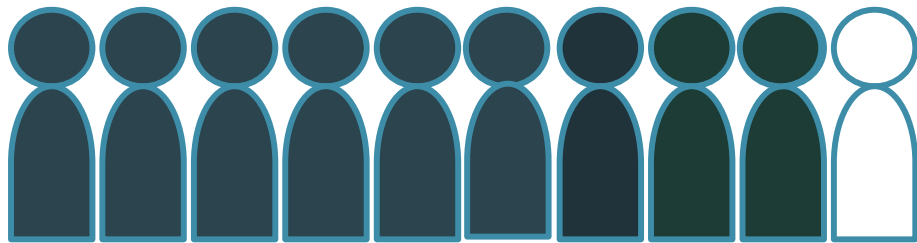
Survey Highlights

Key Finding #1:

Coral Gables residents praise their overall quality of life in the community.



Overall Community Quality



About

9 in 10

residents gave **excellent** or **good** ratings to:

- Coral Gables as a place to live
- Their overall quality of life
- The City as a place to raise children

The overall quality of life in Coral Gables



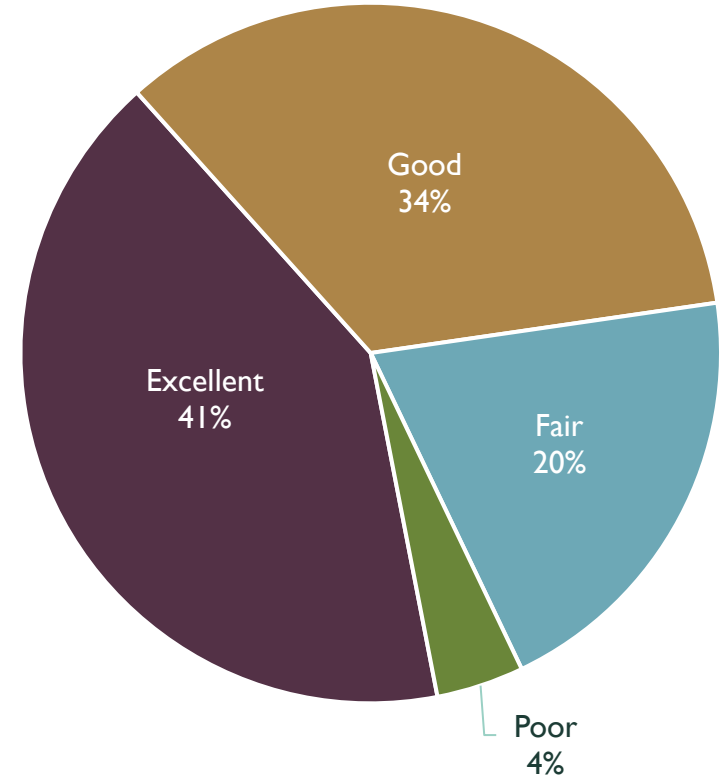
9 in 10 residents also:

- Would recommend Coral Gables as a place to live
- Plan to remain in Coral Gables for next 5 years



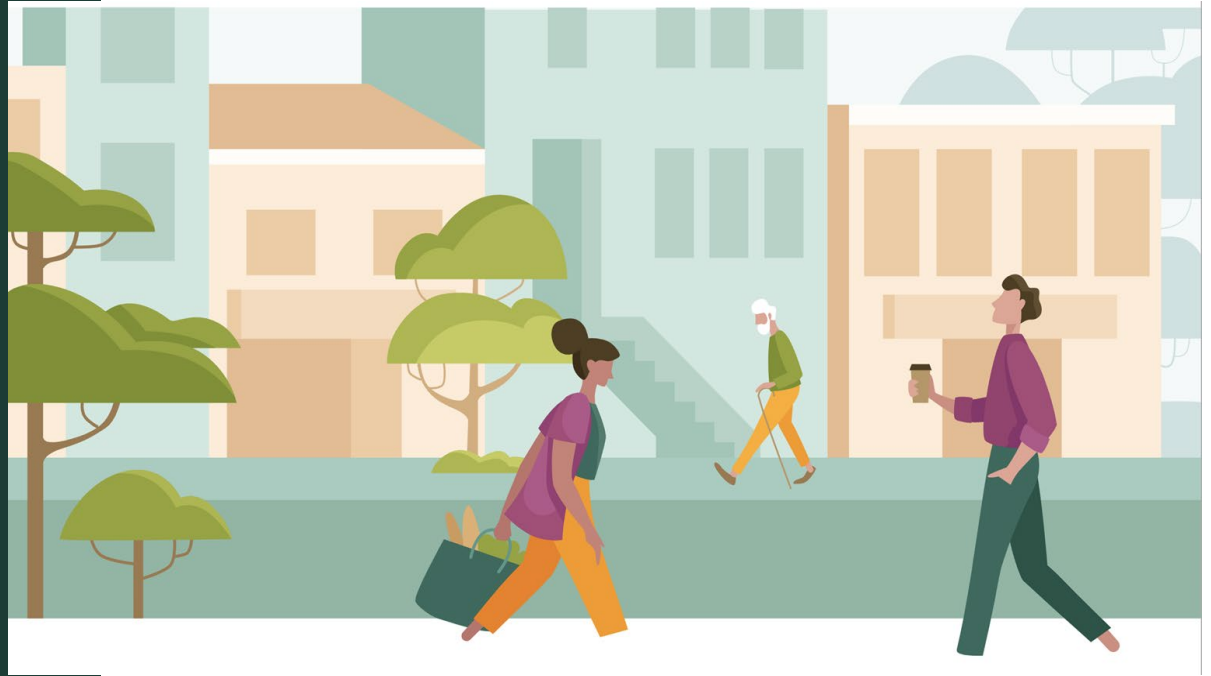
7 in 10

residents gave **excellent** or **good** ratings to Coral Gables as a place to retire



Key Finding #2:

The city's economy is strong and highly valued by respondents.



The Economy in Coral Gables

Overall economic health of Coral Gables





Please rate each of the following aspects of quality of life in Coral Gables. (% excellent or good)

		vs. benchmark*
Coral Gables as a place to work	91%	Much higher
Coral Gables as a place to visit	85%	Higher

Please rate the quality of each of the following services in Coral Gables. (% excellent or good)

Economic development	74%	Higher
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The Economy in Coral Gables


 Higher than national and custom benchmarks
 Much higher than national and custom benchmarks



85%
Quality of
business
and service
establishments


77%
Variety of
business
and service
establishments

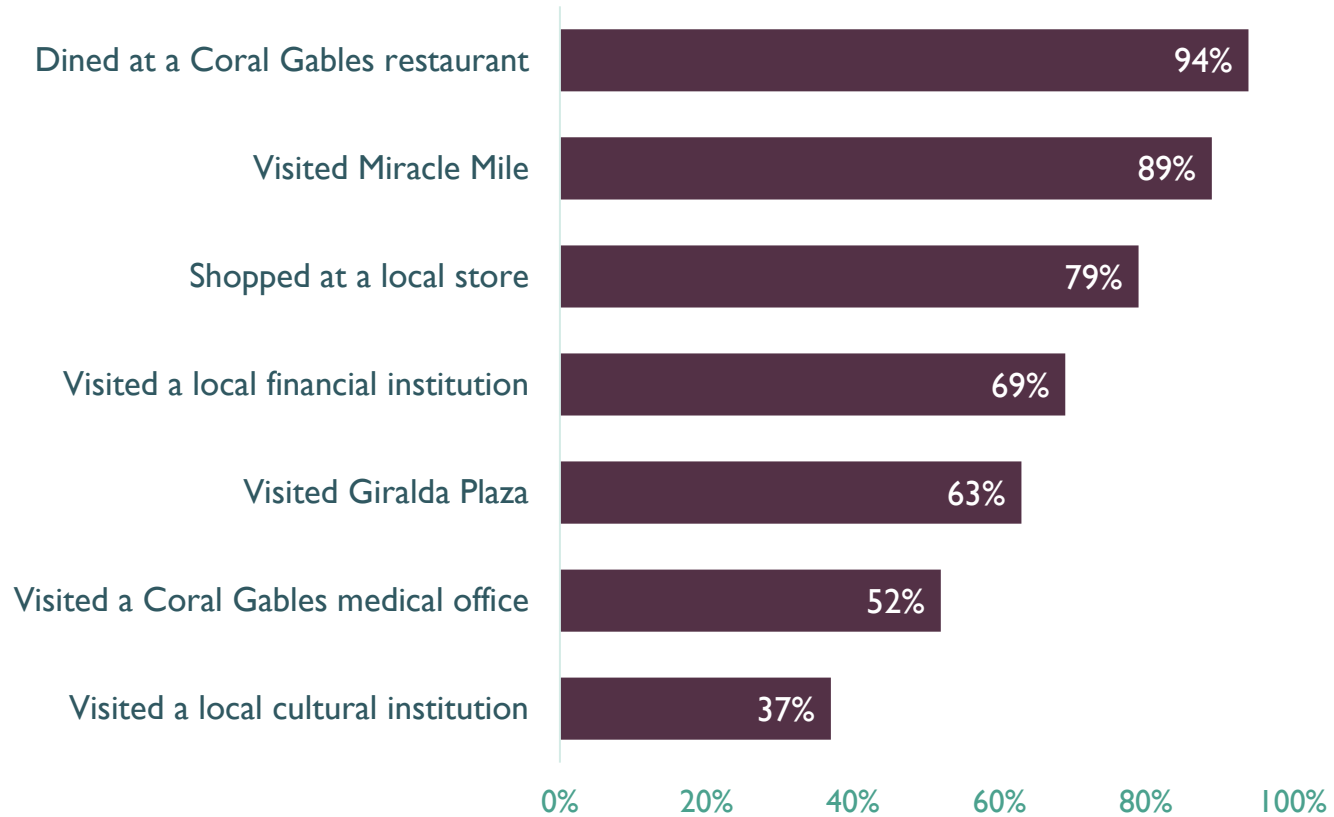

74%
Employment
opportunities
 

71%
Shopping
opportunities


71%
Vibrancy of
downtown /
commercial
area


Percent excellent or good

Recent Engagement with Downtown Establishments



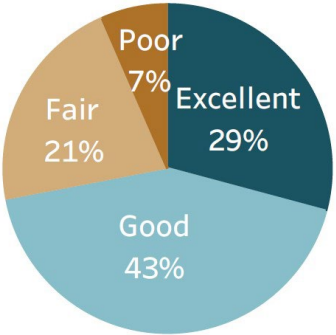
Key Finding #3:

Residents appreciate many aspects of community design but highlight some potential areas for growth.



Community Design in Coral Gables

Overall design or layout of Coral Gables’s residential and commercial areas



Please also rate each of the following in the Coral Gables community.
(% excellent or good)

Overall appearance	89%	Higher
Preservation of the historical or cultural character of the community	79%	Higher
Well-designed neighborhoods	76%	Similar
Public places where people want to spend time	70%	Similar
Well-planned residential growth	60%	Similar
Overall quality of new development	56%	Similar
Well-planned commercial growth	47%	Similar
Variety of housing options	46%	Similar
Availability of affordable quality housing	17%	Lower

Key Finding #4:

A strong sense of safety helps make Coral Gables a livable community.



Safety in Coral Gables

Please rate each of the following characteristics as they relate to Coral Gables as a whole.
(% excellent or good)

vs.
benchmark*

Overall feeling of safety	88%	Higher
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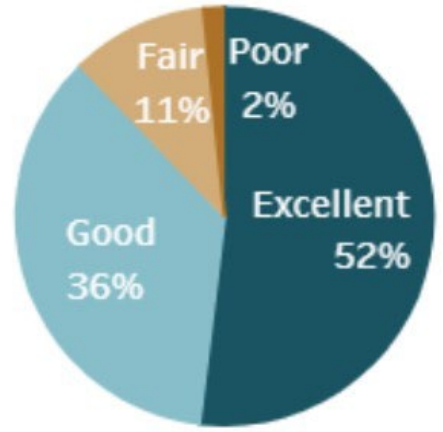
Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In Coral Gables's downtown/commercial area during the day	97%	Similar
In your neighborhood during the day	96%	Similar
From violent crime	93%	Similar
From property crime	81%	Similar
From fire, flood, or other natural disaster	78%	Similar

Coral Gables' Safety Services

↑ Higher than national and custom benchmarks

Overall feeling of safety in Coral Gables



Percent excellent or good

Additional Special Topics

13. Is your home currently on a septic tank system?
 No (skip to Question 15) Yes Don't know

14. The City estimates that over 7,000 single-family homes in Coral Gables are currently on septic tanks. Citywide septic to sewer conversion would require the construction of a large sanitary sewer network to convey the sewer flows to the County's system for disposal. It would also require the abandonment of the septic tanks and drain fields, and the rerouting of the private sewer lines to connect to the City's new sewer network. This conversion would help reduce the impact of future sea level rise and storm surge, which can cause septic tanks to fail and negatively affect our local water quality. Please indicate whether you agree or disagree with the following statements regarding the citywide septic to sewer conversion proposal.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
This project should be a priority for the City of Coral Gables.....	1	2	3	4	5
I would support the implementation of this project, knowing that a significant proportion of the cost would be assumed by individual residents through a special assessment.....	1	2	3	4	5

15. Are you employed by a business located in Coral Gables?
 No Yes

16. Please indicate if you have done any of the following activities in the downtown area in the past six months. (Select all that apply.)

<input type="radio"/> Dined at a Coral Gables restaurant	<input type="radio"/> Visited a local financial institution (e.g., bank, insurance company)
<input type="radio"/> Shopped at a local store	<input type="radio"/> Visited a Coral Gables medical office
<input type="radio"/> Visited Giralda Plaza	<input type="radio"/> Visited a local cultural institution (e.g., theatre, cinema, museum)
<input type="radio"/> Visited Miracle Mile	<input type="radio"/> None of these

17. How much of a source, if at all, do you consider each of the following to be for obtaining information about Coral Gables?

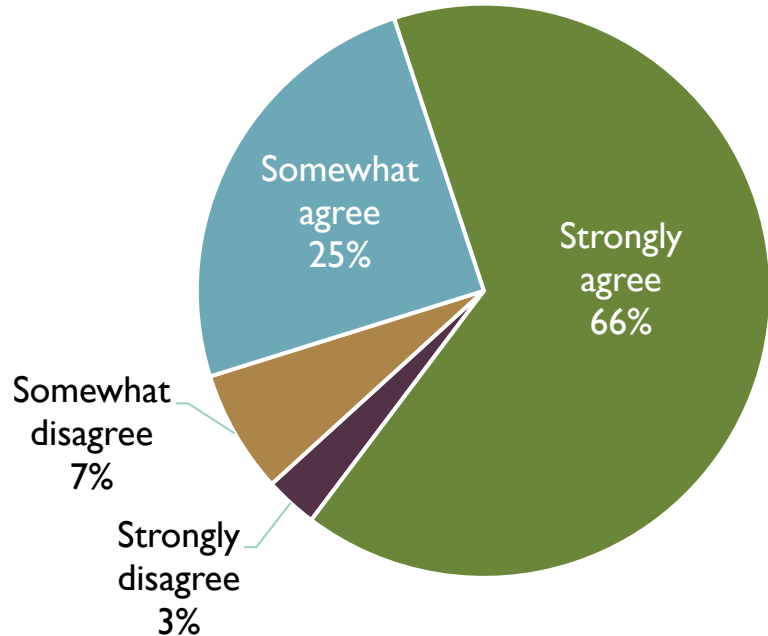
	Major source	Minor source	Not a source
Local network and/or public access TV stations.....	1	2	3
City website (coralgables.com).....	1	2	3
Social media (e.g., Facebook, Twitter, Instagram, etc.).....	1	2	3
City's weekly newsletter.....	1	2	3
Mailed materials.....	1	2	3
Advertisements (e.g., newspaper, online).....	1	2	3



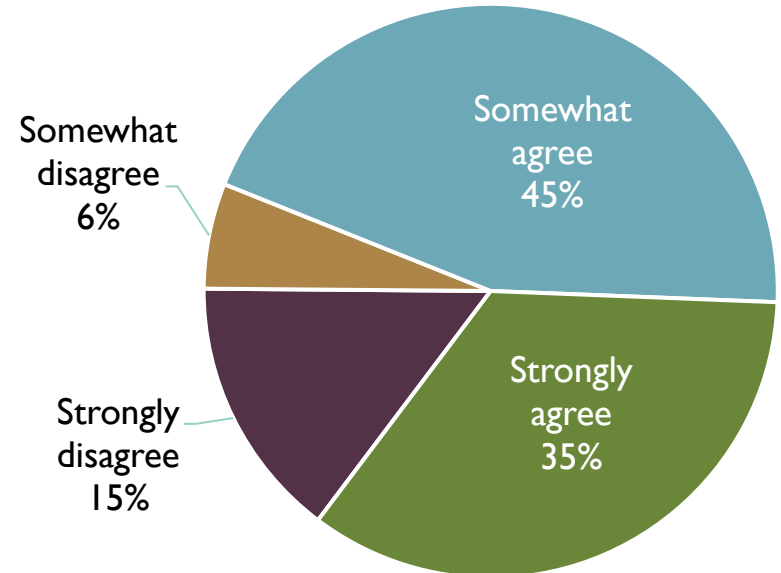
Septic to Sewer Conversion Proposal

[...] Please indicate whether you agree or disagree with the following statements regarding the citywide septic to sewer conversion proposal.

This project should be a priority for the City of Coral Gables.

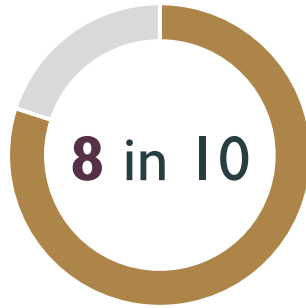


I would support the implementation of this project, knowing that a significant proportion of the cost would be assumed by individual residents through a special assessment.



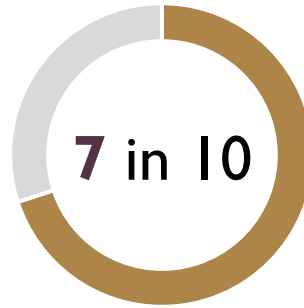
Top Sources of Information About Coral Gables

How much of a source, if at all, do you consider each of the following to be for obtaining information about Coral Gables?

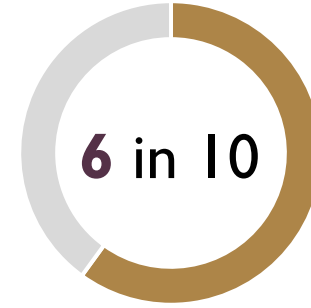


Mailed materials (89%)

City website (88%)



City's weekly newsletter (78%)



Advertisements (67%)

Social media (66%)

Local network and/or
public access TV stations (60%)

Conclusions

1. Coral Gables residents praise their overall quality of life in the community.
2. The city's economy is strong and highly valued by respondents.
3. Residents appreciate many aspects of community design but highlight some potential areas for growth.
4. A strong sense of safety helps make Coral Gables a livable community.

Questions?

Thank you!

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